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# Writing your business story

*Here's a set of short prompts designed to get the ideas flowing.*

How did you get started:

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Why do you do what you do (that aha moment):

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What do you believe in (core values):

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What problem am I solving:

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How do your customers shape your business:

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What challenges did you face and overcome:

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How have you grown and where do you see if going:

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Interesting facts about your employees/location:

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What makes you stand out from your competition:

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