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VMMA's 20-Question Story Builder

Your Story. Your Business. Your Message.
The Perfect Way To Expand Your Brand℠

These 20 questions give the VMMA content team the information we need to begin creating your customized blog content.

Please answer each question in your own words. Don't worry about making your answers perfect. Be natural, be specific, and tell us what you want your audience to know. We'll take it from there.

ABOUT YOU

1. What is your name, company name, and current position or title?

Answer: _____

_____

2. Tell us a little about yourself and your background.

Answer: _____

_____

3. How did you first become involved with your current company, product, service, or business?

Answer: _____

_____

4. What made you decide this was something you wanted to pursue?

Answer: _____

_____

YOUR COMPANY, PRODUCT OR SERVICE

5. In your own words, what does your company do?

Answer: _____

_____

6. What are the primary products, services, or opportunities you want people to know about?

Answer: _____

_____

7. What problem does your product, service, or business help solve?

Answer: _____

_____

8. Who is the ideal customer, client, or prospect for what you offer?

Answer: _____

_____

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9. What makes your company, product, service, or opportunity different from the alternatives?

Answer: _____

_____

10. What are the three biggest benefits someone can receive from working with you or using what you offer?

Answer: _____

_____

YOUR STORY

11. What personal experience or story would you most like potential customers or prospects to know about you?

Answer: _____

_____

12. What results or positive experiences have you personally seen from your product, service, company, or business?

Answer: _____

_____

13. What do people commonly misunderstand about your industry, product, service, or opportunity?

Answer: _____

_____

14. What questions do prospects ask you most often?

Answer: _____

_____

15. What concerns or objections do people usually have before deciding to learn more or get started?

Answer: _____

_____

YOUR MESSAGE

16. What do you want people to remember most after learning about you and your business?

Answer: _____

_____

17. What type of people do you most enjoy helping or working with?

Answer: _____

_____

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18. What are you hoping to accomplish with your business over the next 6–12 months?

Answer: _____

_____

19. If you could speak directly to someone considering your product, service, company, or opportunity, what would you tell them?

Answer: _____

_____

YOUR CALL TO ACTION

20. After someone reads your blog, what would you like them to do next?

Examples: Call you, text you, visit your website, watch a video, request more information, schedule an appointment, or connect with you directly.

Answer: _____

_____

CONTACT INFORMATION

Name: _____

Company: _____

Phone: _____

Email: _____

Website: _____

Best Link or Call To Action: _____

WHAT HAPPENS NEXT?

Once your completed VMMA 20-Question Story Builder is returned, our team will use your answers to begin developing customized content around you, your story, your company, and what you offer.

Your information gives us the foundation to create four fresh blogs—one for each week of your monthly VMMA content cycle.

You provide the story. VMMA helps you tell it.
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