

Developing your bakery's story requires some careful consideration. Answer the questions on this worksheet to start developing your story and a strategy for sharing it.

**1** Describe how you got started with your business and why you do what you do: What's your passion?

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**2** Think about your customers and the potential customers you want to reach. Use this to describe your ideal customer and his or her needs. Be as specific as possible.

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**3** Describe how you fulfill these needs for your ideal customer: What helps you stand out from your competition? What makes you special?

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**4** What other details and facts would best convey your story? What else do you want potential customers to know about you?

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Using your above answers as a guide, write your bakery's brand story. Your goal is to make a personal connection by showcasing yourself in the way you want your ideal customer to see you. Be sure to share your message on the "About us" page on your website and "About" sections on social media profiles.

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