Captivate Your Audience: Building a Business Biography

We know that a great story draws an audience -- and that compelling content is what creates a bond between your consumers, your business, and your products.

Here’s how four farmers in our storytelling series use the 4 P Approach to build their business and brand.

The 4 P’s of Business Storytelling

A standard in both marketing and public relations work, the 4 P’s of storytelling help busy farm and food business owners to unearth nuggets of truth that both align with mission statements and create brand identity that consumers are excited to follow:

As you read our farmer business biographies, view a Welcome to our Farm video, and watch our webinar, The Marketplace of Story: What Marketing Questions Keep You Up At Night?, we invite you to use the following 4 P writing prompts and begin drafting your personal business biography.

● People:
  ○ Who are the main characters or stakeholders in your farm story? Your family, your customers, your neighbors, your students? What story can you tell about these relationships?

● Places:
  ○ Where are you creating your body of work? What does it look, feel, sound, even taste like? What is the history of the land? Your buildings?

● Process:
  ○ How do you grow, tend, organize, feed, herd, care, bottle, label, process? What sort of wash station do you use? What is your weekly work flow? What hiccups have occurred that pushed you to create better, more productive processes? How do you teach? Build consensus? Lead meetings?

● Products:
  ○ Tell us all about the veggies, the variety names, the seed origins, the milk, the cows, the jam, the honey, what does it taste like? What do customers say? What are your work plans, grant deliverables?