

B2B Storytelling Framework

A Step-by-Step Worksheet for Tech & Service Founders

Created by Rato Communications

This worksheet is designed to help you strip away jargon and build a narrative that resonates with the human behind the procurement desk. Complete this in under 30 minutes to gain clarity on your brand's role in your client's success.

Step 1: Identify Your Hero

Remember: **You are not the hero.** Your client is. They are on a mission to solve a critical problem.

Who is your ideal client?

Think about the specific persona (CTO, VP of Operations, Founder) who feels the pain most acutely.

Define the Hero's role and their primary objective...

What is their "Internal Conflict"?

How does the problem make them *feel* personally? (e.g., Anxious about data breaches, frustrated by slow growth, overwhelmed by manual tasks).

Describe the emotional state of your Hero...

Step 2: Personify the Villain

The villain isn't your competitor; it is the **Status Quo**. Name the force that prevents your hero from succeeding.

Give the Villain a Name.

Example: The "Silo Kraken," the "Legacy Tech Tax," or the "Time Thief."

What is the name of the antagonist your hero faces?

What is the Villain's weapon?

How exactly does this problem hurt the hero's business day-to-day?

Describe the specific friction caused by the Villain...

Step 3: Establish the Stakes

If the hero does nothing, what do they lose? High stakes create urgency.

The Cost of Inaction

What is the absolute worst-case scenario if they stay with the status quo for another year?

List the specific risks (financial, reputational, operational)...

Step 4: Define the Guide (That's You)

Your brand is the wise mentor (Obi-Wan) providing the plan. You need two things: **Empathy** and **Authority**.

Empathy: How do you prove you understand?

What "Founding Why" or shared experience shows you've been in their shoes?

Write a sentence that says "We've been there, too"...

Authority: Why should they trust your plan?

Name one or two "Proof Points" (years of experience, specific data, unique framework).

List your credentials/unique methodology...

Step 5: The "And, But, Therefore" (ABT) Formula

This is the DNA of your story. Use it to create a one-sentence value proposition.

[Setup] AND [Setup], BUT [Problem/Villain], THEREFORE [Solution/Plan].

Example: "You have a great team AND a disruptive product, BUT the 'Manual Data Tax' is slowing your growth, THEREFORE we help you automate your core architecture to scale without friction."

Your Turn:

Step 6: Map the Transformation Delta

Contrast creates value. Clearly define the shift your service facilitates.

FROM (The Broken World)	TO (The Transformed World)
Example: Manual spreadsheets and error-prone reporting.	Example: Real-time dashboard and confident board meetings.

Step 7: Capture Your Micro-Moments

Specific human relief builds more trust than abstract stats.

Describe one "Moment of Relief."

Recall a time a client said "Thank you" or sighed with relief. What was the specific thing that changed for them that day?

The specific micro-moment of success...

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