Founder story workbook

Turn the facts behind your business into a clear About page, introduction and next step.

Use this workbook on screen or print it. Type into the blue-tinted fields, save a copy and keep your completed notes with your business files.

Business or project

The next step you want to make clearer

Open the companion resource at influxentrepreneur.com

Choose the reader and the next step

Your story is useful when it helps someone understand your business and decide what to do next. Pick one reader before writing: a prospective customer, a collaborator or a new team member.

Write for a person who does not already know your background. Describe what matters to that person, then choose one useful action: review a service, see a work sample or arrange a conversation.

Who is reading, and what are they trying to understand?

What question should your story answer for them?

What is the one next step you want to make clear?

Start with facts you can stand behind

Build a short factual timeline. What problem did you notice? What did you do about it? What changed in how you work? What do you help customers do today?

Keep observations separate from claims. A date, a project you can show or a lesson you can explain is more useful than an unsupported statement about being the best.

The problem or experience that started the work

The action you took and the lesson you learned

The work you do now, and a fact or work sample that supports it

Connect your story to a clear offer

A founder story should help explain the work, not replace the offer. State who you help, the job you do, the deliverable and what the customer needs to provide.

Illustrative example: A small design studio helps local service businesses explain their services online. Its deliverable is an agreed set of website pages. The customer supplies approved business details and content. This example is not an Influx service promise.

Who do you help, and with which specific job?

What does the customer receive? What needs a separate agreement?

What information or participation do you need from the customer?

Draft a story that sounds like you

Use the prompts below to make a first draft. Ordinary language is enough. Read it out loud and replace phrases you would not use in a real conversation.

Start with the facts you wrote earlier. Keep the reader in view. You can shorten the draft after the meaning is clear.

I started this work because...

That experience taught me...

Today we help... by...

A customer can expect... The next step is...

Choose evidence with context

Support the part of the story that helps the customer decide. A relevant work sample, a specific explanation of your process or customer feedback you can accurately attribute can be useful.

Record where the evidence came from and whether you can share it. Do not invent customer names, results, credentials, years of experience or permissions to make a draft feel finished.

A work sample or process you can show, with its source

Feedback or another supporting fact, with attribution and sharing permission

A claim you need to remove or verify before publishing

Adapt the story to the situation

The same facts can support several versions. Your About page has room for context. An introduction needs the central point. A service page needs a clear reason to review the offer.

Keep the meaning consistent. A shorter version should not become a larger promise. Match each version to a real next step.

Website paragraph: explain the work, the reason behind it and the next step

Conversation introduction: how would you explain this to a new person?

Service-page closing: what should the reader review or do next?

Review it, publish it, keep it accurate

Check the draft before it goes live: Is the work specific? Is the story factual? Does the reader understand who it helps? Are names, permissions and examples accurate? Does the next-step link work?

Choose one place to publish first. Revisit the story when the offer or the way you deliver it changes. A useful story can be simple and still sound like you.

The version you will publish first, and where it belongs

The fact, link or permission you still need to check

One next action, its owner and a review date