WORKSHEET

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Breaking Your Businesses Fourth Wall

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1. Identify Your Audience

- Who are your primary customers?

- What are their interests and pain points?

2. Assess Your Current Transparency

- How much do you share about your business?

- What platforms do you use to communicate with your audience?

3. Plan Your Engagement Strategy

- What type of content will you create to engage your audience?

- How often will you interact with your customers?

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4. Craft Your Story

- What's your business's origin story?

- What personal anecdotes can you share?

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5. Behind-the-Scenes Content

- What aspects of your business operations can you share?

- How will you document and share these insights?

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6. Personalization Plan

- What data do you have on your customers?

- How can you use this data to create personalized experiences?