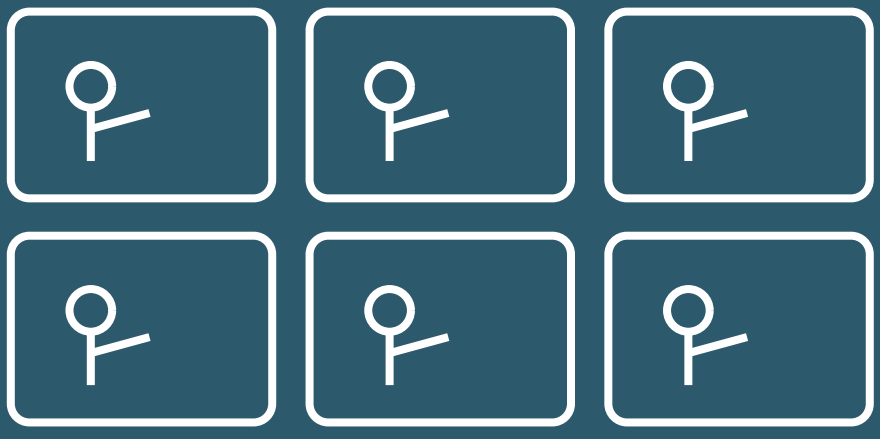
BOOKCHOWK / PRACTICAL MINI BOOKS

Business Visual Story Starter

A four-lesson mini course for planning an honest five-frame business story



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10 focused pages + editable companion | 5 November 2026

One useful result

A four-lesson mini course for planning an honest five-frame business story. Work through one lesson at a time, then use the three printable worksheets on a real, low-stakes situation.

Your route through this mini book

1. Choose one customer situation

2. Build five frames with a change

3. Match the visual to the information

4. Test comprehension before polishing

Read the lesson, compare the worked example and complete the action. Pages 7-9 are writing sheets; page 10 helps you review the result. The editable Markdown companion contains the same prompts for reuse in a notes app.

Beginner planning course with an assignment and review rubric. No certificate, paid app requirement, client acquisition or earnings result is promised.

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Choose one customer situation

A business story becomes clearer when it follows one specific situation rather than listing every feature. Name the audience, the problem they recognise and the action you want them to understand. Use a fictional or properly permitted example, and do not invent a customer success story. A useful first assignment is a five-frame sequence explaining how an existing service works. This course teaches planning and review, not a promise of clients, income or platform reach.

Worked example

A repair shop explains how a customer moves from a faulty lamp to an inspected repair proposal. The story shows the process and its limits; it does not claim every fault can be fixed.

Try it now

Write the audience, their situation, the process you can honestly show and the one action the viewer should understand.

NOTICE → CHOOSE → TRY → REVIEW