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### **Sedona Entrepreneurs Learning Art of Telling Business Story**

*Workshop Details Ways to Craft Startup Narrative to Secure Customers & Investors*

**SEDONA, Ariz.** – More than two dozen budding entrepreneurs recently took a crash course in the skill they must master in order to get their startups launched - and it has nothing to do with software, supply chains or bootstrapping funds.

It's all about learning how to tell the story of why they were starting a business in the first place.

"Most entrepreneurs have an 'origin story' and they can tell you about that lightbulb moment that inspired them to start a business," said Scott Hathcock, President/CEO of Moonshot at NACET, the entrepreneurial development program that ran the workshop. "It's rare, however, that they've learned to refine that message in a way that it will connect with potential customers or investors. That's what we're here to teach."

The free day-long workshop, presented in partnership with the city of Sedona and Yavapai College's Small Business Development Center, helped those new to entrepreneurship understand their own stories better so they could tell them more effectively. Conciseness and precision are key, they were told, whether they were making a 10-minute presentation or were giving the classic 15-second "elevator pitch."

About half of the session was dedicated to the entrepreneurs thinking less about their business and more about how they are viewed by potential customers.

One of the leaders of the workshop, Kiersten Hathcock, shared how she built her business, Mod Mom Furniture, and developed a narrative that engaged both customers and investors. Her business story not worked; it garnered her national fame when she appeared – and secured investment funds – on the popular television show *Shark Tank*.

Molly Spangler, director of Economic Development for the city of Sedona, said the workshop was met with positive reviews by the participants, who ranged in age from early 20s to retirees.

"Most communities know that keeping your local economy thriving isn't only about convincing businesses to relocate to your city or town," she said. "It's about nurturing the homegrown talent you have."

Sedona's Economic Development Department, along with its key partners, the Verde Valley Regional Economic Organization (VVREO) and Yavapai College's Small Business Development Center plan to continue to help entrepreneurs pursue their business ambitions. This includes hosting a pitch event structured like *Shark Tank*, where aspiring business owners can compete for cash and prizes. The pitch event will be held April 11-13. Other entrepreneurial training will be offered in 2019 as well.

The city supports its small businesses and entrepreneurs. Need more information about the resources and opportunities available to Sedona businesses? Contact Molly Spangler at [mspangler@sedonaaz.gov](mailto:mspangler@sedonaaz.gov).

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