

50 Micro-Story Ideas

This list will help you turn your real-life experiences into magnetic, relatable, humanized marketing material. Just pick a prompt, tell a quick story, and connect with your people. No fluff, no corporate jargon.

PRO TIP: Try to use video as much as possible, since it's the best at humanizing you and standing out. I see you rolling your eyes!!! Trust me, you'll get used to shooting selfie videos, it just takes repetition. Pretend you're talking to your best friend.

Theme 1: Origin & Identity

- The moment you realized you needed to go solo/start your biz.
- The “origin story” of your business name or logo.
- What your first dollar earned looked like.
- How you built your first version of your product/service.
- Why you chose your location or platform.
- What your friends/family thought when you started your business.
- What you thought success looked like, and how that changed.
- A personal value you refused to compromise on.

Theme 2: Customers & Community

- The customer you'll never forget—and why.

- A real testimonial + why it matters to you.
- A customer who became a friend.
- A story behind a frequently asked question.
- A feel-good story involving a vendor or supporter.
- What you want people to feel when they work with/buy from you.

Theme 3: Lessons & Growth

- A mistake you made that ended up helping your business.
- A time you almost gave up—but didn't.
- A lesson from outside of work that changed your business.
- What surprised you most about entrepreneurship.
- A time you said no—and were glad.
- An investment that paid off.
- The turning point that changed your business growth.
- Something you never thought you'd do—but do now.
- The worst piece of business advice you ever got—and what you did instead.

Theme 4: Behind-the-Scenes

- What people think your job is vs. what it actually is.
- Your process—messy, simple, quirky, or all three.

- How your morning routine helps (or doesn't).
- What you do when things go wrong.
- How your product or service has changed over time.
- A photo of your workspace.
- How you protect your energy or creativity.
- Your go-to coffee/tea/sanity strategy.
- What you do during slow months.
- Your guilty pleasure during work hours.

Theme 5: Personality & Vibes

- The weirdest customer request you've ever gotten.
- The weirdest DM/email you've received.
- A quote or meme that sums up your business mood this week.
- A funny moment from a team meeting or solo workday.
- Your favorite thing you've ever made/delivered.
- Your business motto (even if it's unofficial and sarcastic).
- How you celebrate a win.
- A tiny tweak that made a big difference.
- What you don't do the "normal" way—on purpose.

- What you've learned from competitors.
- The difference between "then me" and "now me."

Use these stories in social posts, email intros, blog content, podcast episodes, or your About page. Every single one is a window into your business—and your humanity.