

# The Feel Good Story Checklist

- √ Styled similar to a positive editorial news story

## Headline

- √ Your Profession
- √ Your Name
- √ Gives or helps (or some other similar descriptive actions) your prospects
- √ What your prospects want that you offer

**[Your Profession] [Your Name] Gives/Helps [Your Prospects] [What They Want That You Offer]**

*Example: Texas-Style Chef, Rob Snow, Gives Austin Healthy Eating Options With New Farm-to-Table Restaurant*

*Example: Celebrity CEO Lauran Seiden's New Venture Helps Women Thrive Beyond Work-Life Balance.*

## Paragraph 1

- √ Name
- √ Business
- √ Explain how you are helping your prospects
- √ Shift the focus away from yourself and towards how you help people

## The Feel Good Story

*Example: Chef Rob Snow, owner of Greenhouse Craft Food, a new farm-to-table restaurant in Round Rock, Texas, has watched the popularity of farm-to-table restaurants grow among urban Austinites over the past few years. After realizing that there was a lack of healthier food options in the suburbs, the Texas-style chef decided to open a restaurant that serves locally sourced, antibiotic-free, and hormone-free food that the entire family can enjoy.*

### Paragraph 2

√ Two to three sentence quote from you why your solution will alleviate pain from your target customers

√ Always include quotes toward the beginning of your news release

*Example: "Lifestyles and traffic keeps families stuck in the suburbs eating at chain restaurants and local restaurants that offer few healthy choices with nothing on the menu that is locally sourced," says Chef Snow. "I want those families to have the same access to healthy locally grown food as those who live in Austin. Their kids shouldn't have to be stuck eating chicken nuggets."*

### Paragraph 3

√ Set up a well know expert or celebrity as being in agreement that the problem you are solving is a serious problem.

√ Be careful how you word this

√ Ensure you are not indicating they are endorsing you in any way

*Example: Actress Kate Bosworth agrees with Snow's passion for creating more help clean eating options.*

### Paragraph 4

√ Include a quote from a celebrity that backs up your previous statement.

## The Feel Good Story

√ BrainyQuote.com

√ Google

*Example: Bosworth stated, "Do what you can. Clearly you can't eat all organic all the time, but you have to do as much as you can."*

### Paragraph 5

√ Two to three sentences on details and solutions.

√ Use specific, fact-based details about your solution is

√ Tell what you are providing for your target audience

*Example:*

*The breakfast, lunch, and dinner menus at the casual Greenhouse Craft Food features shrimp and fish from the Gulf, vegetables and chicken from local farms, as well as pork and beef from local ranchers. The beverage menu spotlights local craft beer and Texas wines.*

*If anyone wants to know where their food and drink came from, Chef Snow will share with all his list of local suppliers. He's proud of his close personal relationships with more than 30 suppliers in the area.*

### Paragraph 6

√ Set up your testimonials

*Example: Greenhouse Craft Foods is already building a loyal following.*

### Paragraph 7

√ Quotes from your customers or clients about how you are helping the problem described in the article

## The Feel Good Story

*Examples:*

*"I'm a parent and I don't want my kids eating fast food chicken nuggets. But we love Chef Rob's whole meat nuggets and antibiotic/hormone-free Jr. Burgers for kids," says regular customer, Irene Garcia.*

*"I'm happy that my kids are responding so well to Greenhouse Craft Foods farm-fresh menu," stated local mom Laura Hill.*

### Paragraph 10

- √ Closing call to action
- √ Include addresses for local destinations
- √ Phone numbers can be included also
- √ Websites should always be included

*Example: Greenhouse Local Craft Food is located at 1400 E. Old Settlers Boulevard. To view the daily menu, breakfast menu, and the Chef's Specials, visit [www.GreenhouseCraftFood.com](http://www.GreenhouseCraftFood.com).*

## The Feel Good Story

### Texas-Style Chef, Rob Snow, Gives Austin Healthy Eating Options With New Farm-to-Table Restaurant

Chef Rob Snow, owner of Greenhouse Craft Food, a new farm-to-table restaurant in Round Rock, Texas, has watched the popularity of farm-to-table restaurants grow among urban Austinites over the past few years. After realizing that there was a lack of healthier food options in the suburbs, the Texas-style chef decided to open a restaurant that serves locally sourced, antibiotic-free, and hormone-free food that the entire family can enjoy.

“Lifestyles and traffic keeps families stuck in the suburbs eating at chain restaurants and local restaurants that offer few healthy choices with nothing on the menu that is locally sourced,” says Chef Snow. “I want those families to have the same access to healthy locally grown food as those who live in Austin. Their kids shouldn’t have to be stuck eating chicken nuggets.”

Actress Kate Bosworth agrees with Snow's passion for creating more healthy eating options.

Bosworth stated, "Do what you can. Clearly you can't eat all organic all the time, but you have to do as much as you can."

The breakfast, lunch, and dinner menus at the casual Greenhouse Craft Food features shrimp and fish from the Gulf, vegetables and chicken from local farms, as well as pork and beef from local ranchers. The beverage menu spotlights local craft beer and Texas wines.

If anyone wants to know where their food and drink came from, Chef Snow will share with all his list of local suppliers. He’s proud of his close personal relationships with more than 30 suppliers in the area.

Greenhouse Craft Foods is already building a loyal following.

“I’m a parent and I don’t want my kids eating fast food chicken nuggets. But we love Chef Rob’s whole meat nuggets and antibiotic/hormone-free Jr. Burgers for kids,” says regular customer, Irene Garcia.

“I’m happy that my kids are responding so well to Greenhouse Craft Foods farm-fresh menu,” stated local mom Laura Hill.

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Greenhouse Local Craft Food is located at 1400 E. Old Settlers Boulevard. To view the daily menu, breakfast menu, and the Chef's Specials, visit [www.GreenhouseCraftFood.com](http://www.GreenhouseCraftFood.com).