

MY STORY

WORKBOOK

A photograph of a desk setup. In the center is a spiral-bound notebook with lined pages. The words "This is my story" are written in a large, grey, hand-drawn font across the middle of the page. To the left of the notebook is a pair of black-rimmed glasses. Above the glasses is a white ceramic cup filled with a light-colored beverage. A black pen lies on the bottom edge of the notebook. The entire scene is set on a light-colored wooden surface.

*This is
my story*

Welcome!

Hello! and welcome to "This is My Story", the unique story that makes you, well you.

Your story is important because it illuminates why your brand exists and helps your audience understand your products and/ or services, removing confusion. Your intention is to eliminate ambiguity so that your audience can identify with you.

Your story becomes the foundation connecting you to your audience at a deeper more profound level. Stop pushing your product onto people, rather CONNECT with them by understanding their struggles, their pains and what they truly need. Build relationships instead of cold calling lists.

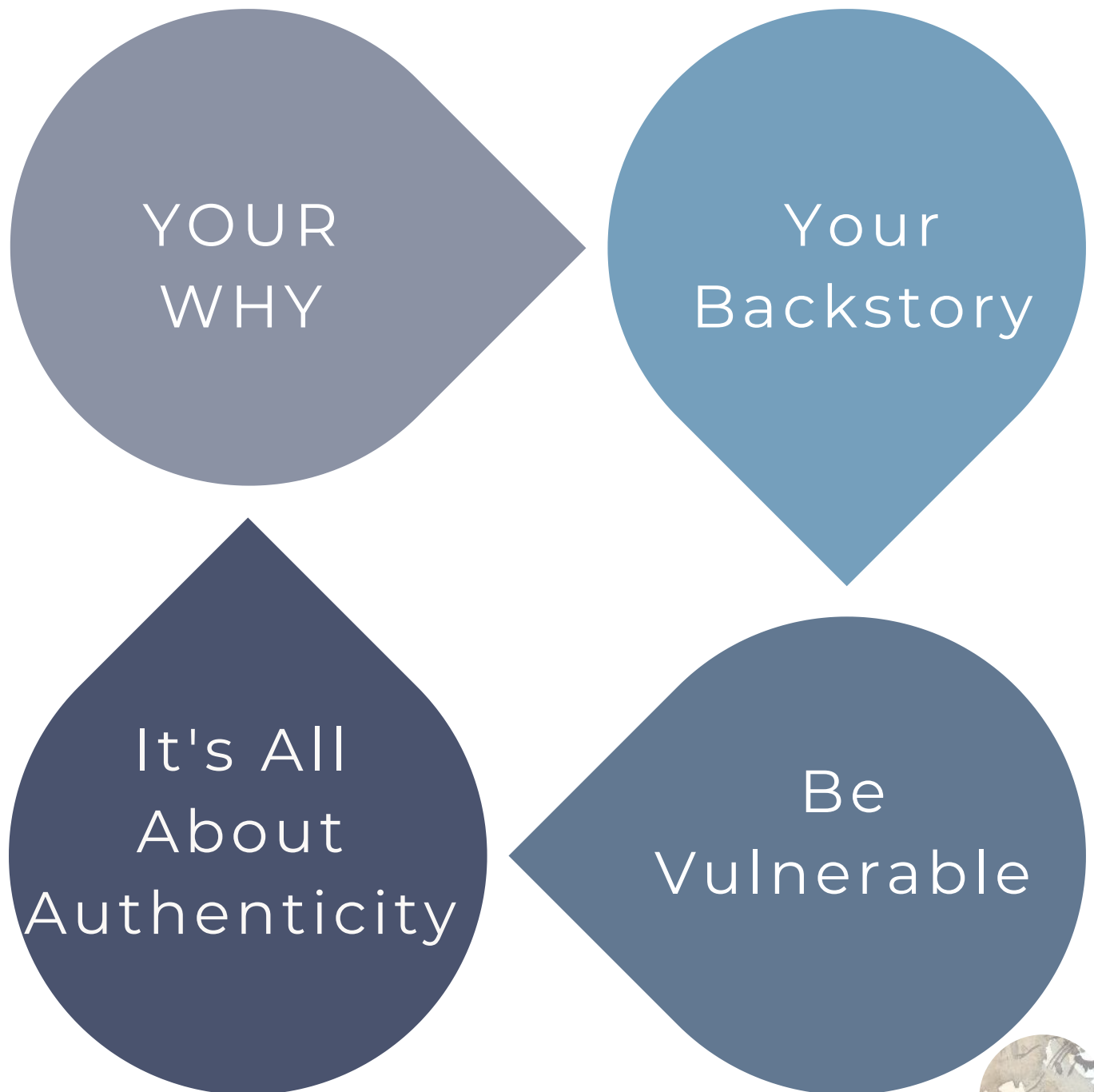
Your story is unique, your calling card making you memorable. Your audience is not going to remember all the features you are pushing into their memory banks but they will remember how you made them feel so when they need a product/ service like yours will recall your brand!



Story Cycle

Your brand has a human persona created via numerous variables the most fundamental of these being YOUR story.

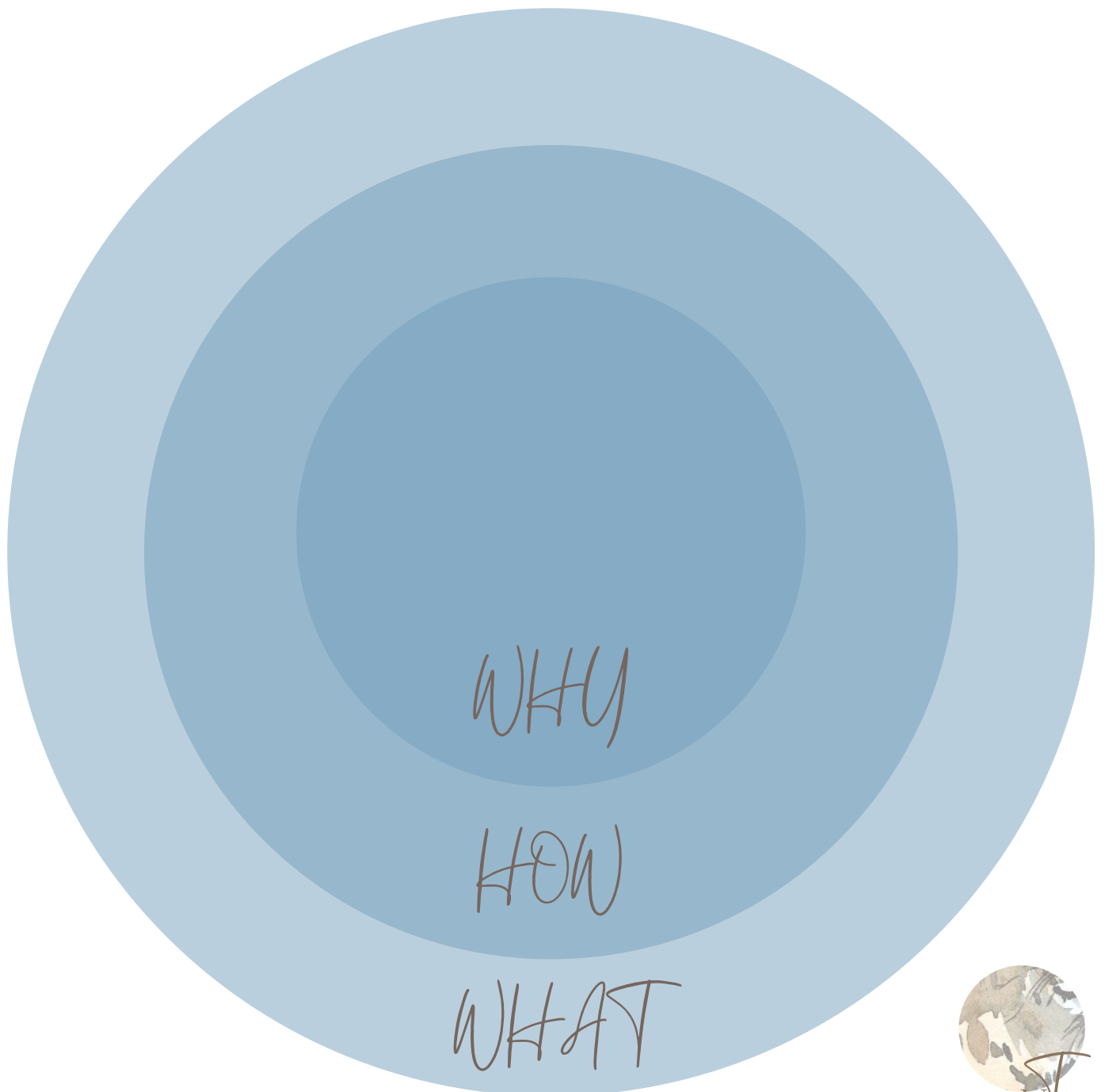
Your story is the mechanism to not only create but maintain personal connections.



Intention - Why

Like with everything in life there is a reason why we do what we do.
With a story we must have an intention and an intended reaction.

Simon Sinek exposes a concept known as *The Golden Circle* in his book titled "Start With Why".



What Your job title, your function, the products or services you offer.

How The actions you take that differentiates you, your competitive advantage, your Unique Value Proposition - Brand Promise referred to in the Personal Branding Mastery Workbook.

Why The purpose, the cause and belief that inspires you.

According to Simon Sinek most of us start our stories from the outside in, therefore form the What progressing to the How and ultimately culminating at the WHY. He also says that Leaders think, act and communicated from the Why outwards to the What.

This is because we as humans are attracted by why you do what you do and not what you do. This is because discussing your WHY attracts an audience of like minded peopleREMEMBER

Your *Vibe* Attracts Your *Tribe*

Be the energy you want to attract.

Your story is about you sharing your purpose, your core values, YOUR WHY! This is what I stand for. Those attracted to your vibe will connect with you, you will inspire them and they will trust you.



Backstory

A backstory are the events that directly leads to the story, the story before the story. The intention of a backstory is to create the settings and imagery of the main event and developing the readers understanding, while rising the stakes.

In relation to personal branding and YOUR story, it is all about WHY you are where you are at presently. It provides a series of events that happened historically that derives at where you are at today.

Example:

Customer *Journey* Story

The scene is bout explaining the typical pains and stressors your customer's are experiencing, you have been there...seen it, done it, got the t-shirt.

Then you explain how your product/ services will eliminate these obstacles and offer a solution.

You inspire your audience to walk with you through your struggle, their struggle, and that you found a silver lining through your challenges which you would like to offer to anyone experiencing the same pains.

On the following page find a few pointers on how to create your backstory.....



Pointers on how to craft your Backstory:

Fact Finding Mission

The founder is integral to the history, the events leading up to the reason why the brand exists so peel away at the layers to find a gem.

Ask the following questions:

- What is the inspiration behind the brand?
- What sacrifices were made along the way?
- Have any previous jobs/ careers assisted in the the creation of the current brand?
- Were previous clients instigators to the brand?
- What lead the brand into the current industry?
- What are the brand's humble beginnings?
- What is the story behind your brand's name, logo etc.?

Time Warp

Trace back to the origins of the brand. Start at where the brand is right now and trace back in time to establish how the brand has evolved by going back one step at a time.

Putting into Perspective

Set up the scene by answering the following questions:

- Where were you?
- How did you get there?
- What are the setbacks and lessons learned along the way?



Ensure your Story makes you audience *Feel Things*

Create characters that appeal to universal core values like empathy, compassion, humor OR quite the contrary characters that are grossly the opposite like unsympathetic.

The intention is that you create an emotional connection with your audience at a level where they feel they know how it feels to be in your shoes, you are talking directly to them and they identify with you.

Important Tip!

Don't hold back this is about evoking emotions, consequently be vulnerable

Highlight Brand Promise

One of the fundamental steps we covered in the Personal Branding Mastery Workbook was creating your Brand Promise/ Purpose. Mention your Brand Purpose in your story. It is your opportunity to merge your Brand Promise with your story, how and why you want your brand to make a difference in the world.

Remember to remain true and authentic to yourself and your brand. Yes, include testimonials and remedies to counteract pain points and the inclusion of additional fun, mysterious facts can only assist and aid.

OBJECTIVE: 1 page, never ever exceed 2, human attention span is less than that of a gold fish, eliminate boredom. Also communicate in the first person as if you are having a conversation, not a lecture.



Backstory:

BEST PLACES TO SHOWCASE YOUR

A

Website

In the About Us/ About Me section of your website

B

Facebook

In Facebook Your Page Story

C

LinkedIn

In Your Profile in LinkedIn

D

Articles

include your backstory in articles and videos to be included into numerous posts for endless opportunities.



I am a HUGE Gary Vaynerchuk. GaryVee, fan so will use him as an example for you.

Please GOTO <https://www.garyvaynerchuk.com/day-decided-become-garyvee/>

Take the time to look at the stories of your mentors, those whom you vibe with....

**Stop whispering and
SCREAM Your
Dream.....**



YOUR LIFE IS YOUR STORY

Write **WELL**

Edit **OFTEN**

My story...

