STORY

CHECKLIST

VOL. 1

STORY

HOW TO CRAFT YOUR PERSONAL BRAND STORY

A guide on writing the best personal brand narrative for media exposure

How To Craft Your
Personal Brand Story
eChecklist

First Edition

☑ *CHECKLIST*

PERSONAL BRAND STORY

FOUNDER STORY

- ○ Identify the moment or events that kickstarted the journey.
- ○ Note challenges faced and strategies to overcome them.
- ○ Chronicle growth and change since the beginning.
- ○ Highlight key milestones and key turning points.
- ○ Determine what drives you daily.
- ○ Understand why this path was chosen over others.

BUSINESS STORY

- ○ Define the reason behind business founding.
- ○ Address the market gap or need from customers
- ○ Outline how the business has evolved.
- ○ Noted major challenges, successes, and pivotal moments.
- ○ Clarify the overarching vision.
- ○ Define the change or impact on the world/industry.

CUSTOMER STORY

- ○ Detail demographics and psychographics.
- ○ Identify pain points and needs.
- ○ Map out the customer's journey from problem to solution.
- ○ Highlight the benefit or change after engagement.
- ○ Collate stories of significant customer impact.
- ○ Gather direct quotes or feedback for authenticity.

COMPLETE
THE SERIES

CURATE YOUR PERSONAL BRAND PORTFOLIO

Discover how the curation of your media portfolio, from portraits to candid images, can effectively promote your personal brand.

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Master the art of identifying and optimizing your brand's keywords to generate organic traffic and create buzz.

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