

STORY

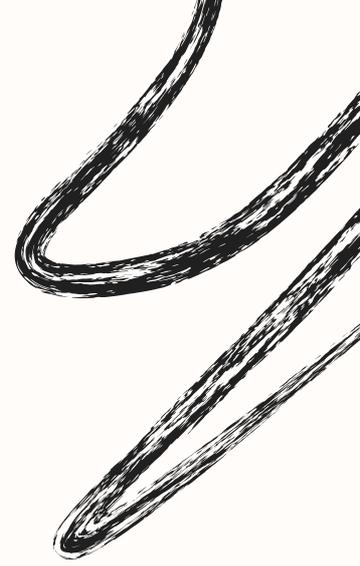
WORKBOOK

VOL. 1



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 eWorkbook

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First Edition

CRAFTING YOUR STORY.



Think of your personal brand story as the awesome tale of your journey, what you offer in your business, and how it makes your customers' lives better. This worksheet is your trusty guide to uncovering and shaping that fantastic story.

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Craft a concise core brand statement that encapsulates your brand's essence.

THE CORE ELEMENTS

PERSONALITY

Dive deep into your unique traits and experiences, discovering what sets you apart and gives your brand its authentic voice and distinct character.

List three primary traits that best describe you. (e.g., ambitious, thoughtful, dynamic)

Trait 1	
Trait 2	
Trait 3	

Out of these, which one do you believe stands out the most and why?

Write your answer here...

List three of your strengths & two vulnerabilities.

Strength 1	
Strength 2	
Strength 3	
Vulnerability 1	
Vulnerability 2	

PASSION

Explore what ignites your spirit, drives your endeavors, and resonates deeply, defining your brand's heart and emotional connection.

In a sentence, describe what you're most passionate about.

Write your answer here...

Recall the moment when this passion was first ignited.

Write your answer here...

List five achievements or milestones you've reached due to this passion.

Achievement 1	
Achievement 2	
Achievement 3	
Achievement 4	
Achievement 5	

PURPOSE

Unearth your brand's core intent, the 'why' behind every action, guiding your mission and leaving an impactful legacy.

In a few sentences, articulate the central purpose behind your work or brand.

Write your answer here...

Identify three core values and/or beliefs that drive you.

Belief 1

Belief 2

Belief 3

How does your purpose align with your values and beliefs?

Write your answer here...

CRAFTING THE STORY

FOUNDER STORY

Dive into the origins, shedding light on the founder's journey, obstacles faced, and the vision that propelled the brand forward.

List the key moments that led you to start your business.

Moment 1	
Moment 2	
Moment 3	

Describe the challenges you have faced along the way.

Challenge 1	
Challenge 2	
Challenge 3	

How have these moments and challenges made you more resilient?

Write your answer here...

BUSINESS STORY

Explore the brand's intricate evolution from inception to now, highlighting pivotal milestones, challenges overcome, its core ethos, and the ambitious journey that continues to fuel its growth.

What sparked the idea for your business?

Write your answer here...

How has your business evolved since its inception?

Write your answer here...

Highlight the key products, services, or pivots.

Write your answer here...

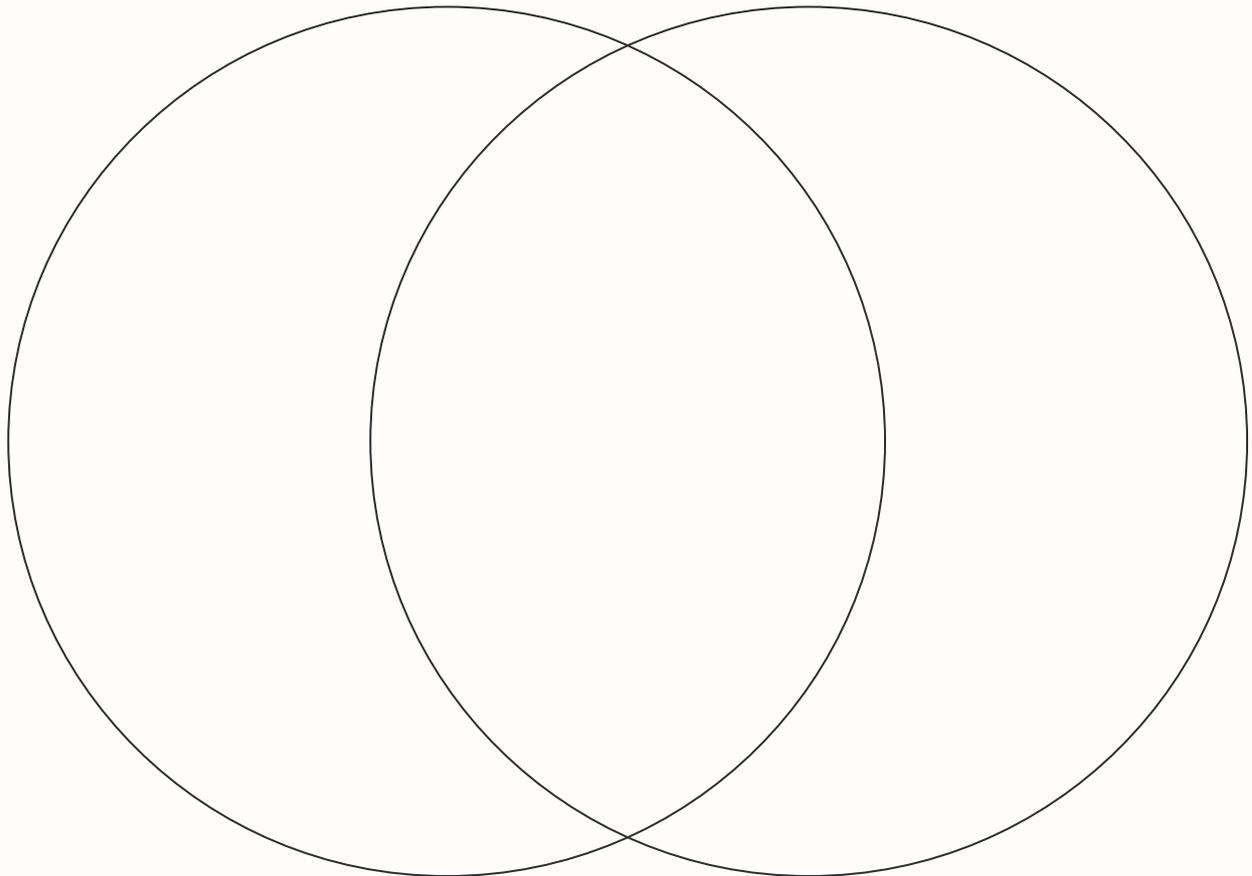
CUSTOMER STORY

Create a Venn diagram to discover the transformation point for your customers, based on the solution you deliver to a market problem.

Problem

Transformation

Solution



List 3 primary benefits customers experience from your offerings.

Benefit 1

Benefit 2

Benefit 3

THE ELEVATOR PITCH

CORE BRAND STATEMENT

Craft a succinct but powerful message that encapsulates your brand's essence, mission, and unique value proposition, serving as a beacon for all brand communications.

Who is your target audience?

Write your answer here...

What result is achieved from using your product/service?

Write your answer here...

What method or strategy is used to help your audience achieve their result?

Write your answer here...

Fill in the blanks to complete this statement: "I help X achieve Y by doing Z."

X = Audience

Y = Result

Z = Method

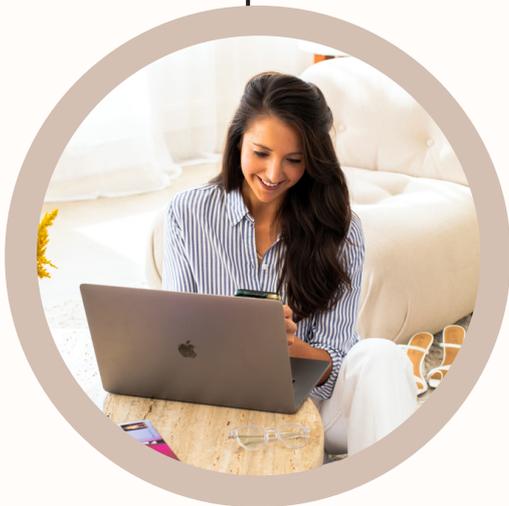
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