

# STORY

E B O O K

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 eBook**

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**First Edition**



# WELCOME

Hi, I'm Britt, Editor in Chief of Millennial Magazine.

Since 2014, I've been amplifying the personal brand stories of visionary entrepreneurs, tastemakers, and influencers, ranking them at the top of Google's search results.

Within the pages that follow, you'll unlock the secrets of my dynamic process, designed to transform your personal brand narrative into a compelling story that wields incredible influence over your online reputation.

*Britt Hysen*

LET'S DO IT!



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**A PERSONAL  
BRAND *STORY*  
IS ABOUT  
CONTROLLING  
YOUR *ONLINE*  
REPUTATION.**

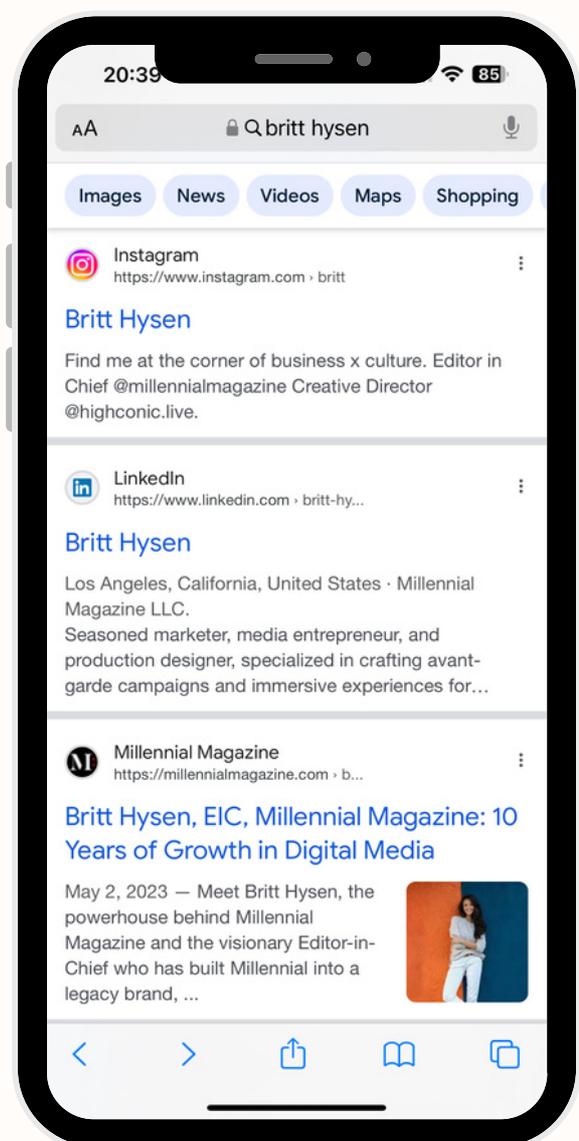
# THE POWER OF FIRST IMPRESSIONS

In the era of "Google," one search can shape your public image. Crafting a compelling personal brand story is vital for molding your digital footprint.

**1. Digital Handshakes:** The first virtual interactions, frequently facilitated by search engines, are just as crucial as in-person meetings in shaping perceptions of you.

**2. Snapshot Profiles:** Examine your search results to gauge your brand's online image. Meticulously curate this digital portrayal.

**3. Google's Influence:** In today's personal and professional realms, Google functions as the go-to background check. Your personal brand should convey its essence at first glance, sparing the need for deep investigation.



# THE CORE



# ELEMENTS

**PERSONALITY. PASSION. PURPOSE.**

Your personal brand story is more than just a marketing tool; it mirrors your identity, what motivates you, and the change you aim to inspire.

Gaining a profound grasp of how your unique *personality*, *passions*, and *purpose* intersect can be transformative when crafting your narrative, ultimately fostering deep, meaningful connections with your audience.

**Now, let's break it down...**

# PERSONALITY

## YOUR PATH TO AUTHENTICITY

01

### **DISCOVER YOUR UNIQUE CHARACTERISTICS**

Your personality is defined by traits like introspection, vivacity, or pragmatism. These nuances make your story genuine.

02

### **EXPLORE LIFE'S IMPACTFUL MOMENTS**

Consider pivotal life events, encompassing both highs and lows, that have profoundly shaped your perspective and influenced your career choices.

03

### **EMBRACE IMPERFECTIONS**

Embracing flaws, openly sharing failures, and discussing lessons learned resonates with your audience, exposing a human and authentic side.

04

### **BUILD TRUST AND CONNECTIONS**

Engaging with your audience to foster trust through comments, messages, and newsletters, share your values for an authentic connection.

# PASSION

## YOUR MOTIVATIONAL ENGINE

05

### UNEARTH YOUR PASSION'S ORIGIN

Reflect on the moments or experiences that ignited your passion for your profession. Was it a sudden epiphany or a gradual realization that set your path?

06

### CULTIVATING YOUR PASSION

Detail the journey of nurturing your passion. How did you hone skills, gather knowledge, or overcome challenges to transform this spark into a blaze?

07

### PASSION IN PRACTICE

Explain how your passion shows in your brand, whether through craftsmanship, innovation, or exceptional service. Your enthusiasm should be clear.

08

### ASPIRATIONS ALIGNED WITH PASSION

Share your aspirations. How will your unwavering passion shape your brand's future and the legacy you hope to create?

# PURPOSE

## YOUR ROADMAP TO SUCCESS

09

### **DEFINE YOUR BRAND'S ESSENCE**

Clarify the fundamental objectives of your brand. What mission drives it forward? What vision does it aspire to manifest?

10

### **DISTINGUISH YOUR UNIQUE PATH**

Highlight what sets you apart from competitors. In a vast sea of choices, why should someone opt for your unique offerings and value?

11

### **UNVEIL THE IMPACT YOU CREATE**

Contemplate the ripple effects of your offerings. Does your brand aim to uplift communities, pioneer sustainable solutions, or challenge the norm?

12

### **ALIGN ACTIONS WITH PURPOSE**

Reflect on how your daily operations, products, and engagements synchronize. How do you ensure consistency between your intent and your actions?





**KEEP PUSHING  
BOUNDARIES AND  
NEVER STOP  
EVOLVING.**

# CRAFTING THE



# BRAND STORY

## FOUNDER, BUSINESS, & CUSTOMER STORIES

Every entrepreneur stands at the intersection of three powerful narratives – the personal journey of *the founder*, the evolution of *the business*, and the transformative experiences of *the customers*.

Exploring this trifecta will help you paint a holistic picture of your personal brand story, and develop a short and sweet elevator pitch.

**We'll get to that soon, but first...**

# FOUNDER JOURNEY

The founder's story is not just a tale but a compelling narrative that encapsulates your brand's essence. It's a story that showcases your brand's resilience, passion, and commitment, making it relatable and inspiring for your audience.

- 1. Roots & Impact:** Start with your origins. Which life experiences, challenges, and lessons from your past shaped your choice to embark on this entrepreneurial journey?
- 2. Epiphanies in Time:** Spotlight those pivotal moments that compelled you to kickstart your business idea.
- 3. Principles & Aspiration:** How do your personal values steer your path as an entrepreneur?
- 4. Struggles & Triumphs:** Share the obstacles you've confronted, the lessons you've drawn from setbacks, and the victories that validated your journey.







# BUSINESS CHRONICLES

Each brand has its origin, struggles, and moments of triumph. Follow these steps to shape your business story, emphasizing the market problem and brand solution that define your offerings.

By narrating your brand's journey, you not only humanize your business but also connect with your audience on a deeper level. Sharing your unique experiences fosters trust and relatability, making your brand more memorable and resonant.

**1. Inception:** What drove your business's creation or identified a market gap? Discuss the early days, initial challenges, and tentative steps taken.

**2. Progression:** Detail the journey from concept to a fully-fledged enterprise. Include milestones achieved, product or service launches, and the path of growth.

**3. Core Values:** Dive into the mission, vision, and values anchoring your business. Why does it exist, and what broader goals does it strive to attain?

**4. Future Horizons:** Provide insights into your business's future direction. What are your upcoming objectives, aspirations, and avenues for innovation?





# CUSTOMER IMPACT

The customer narrative embodies your brand's impact and transformation. Utilize compelling before-and-after testimonials, success stories, and transformations to enrich your brand's storytelling.

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**THINK ABOUT THE  
TRANSFORMATION.**

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**1. Before and After:** Start by describing the challenges or needs your customers confronted prior to discovering your brand. Then, spotlight the transformation – the 'after' phase of their journey.

**2. Endorsements and Case Studies:** Real-life accounts enhance credibility. Integrate authentic testimonials, detailed case studies, and narratives illustrating how your product or service brought about change.

**3. Community and Cultural Influence:** Showcase stories that reveal how customers were influenced by your brand. How have they evolved into enthusiastic advocates for your offerings?

**4. Insights and Feedback:** Share accounts of how customer input has shaped your business. This not only underscores your brand's adaptability but also underscores the significance you place on customer opinions.



# ELEVATOR PITCH

## COMPLETE THE STORY

Consider how the founder's journey shapes the business and, conversely, how the business influences its customers.

*Fill in these blanks to create your elevator pitch.*

**"I HELP X ACHIEVE Y BY DOING Z."**



### COMMON THEMES

Carefully analyze the narratives to discern shared values, recurring challenges, or mutual aspirations that are interwoven throughout all three of them.



### EMOTIONAL PEAKS AND VALLEYS

Create captivating narratives by deftly weaving moments of excitement and introspective reflection, skillfully balancing these elements to engage your audience.



### SYMBOLS AND MOTIFS

Think about incorporating recurring symbols or motifs within the narratives. These can serve as touchstones, facilitating instant connections between different story segments.





**METICULOUSLY WEAVE  
YOUR PERSONAL BRAND  
STORY ACROSS ALL  
ONLINE  
PLATFORMS**

# YOUR BRAND YOUR LEGACY

**As the digital landscape evolves, your approach to online personal branding must also evolve. Recognizing the significance of a well-crafted brand story on Google ensures not only visibility but also credibility and a strong connection with your audience.**

Consistency in digital branding isn't a one-time task; it requires ongoing effort. As platforms evolve and trends change, the challenge is to adapt while remaining authentic to your professional identity.

Keep in mind that your brand story serves as both your protective shield and guiding light in the vast digital realm.

Consider the profound impact of authenticity. When conveyed with genuine sincerity, your story has the potential to inspire, motivate, and leave a lasting impression.

Your unique story awaits, and the world eagerly anticipates hearing all about you!



# THANK YOU FOR READING

Congratulations on completing our ebook, ***“How To Craft Your Personal Brand Story”***!

Now that you've gained valuable insights into the art of crafting a personal brand story, it's time to embark on writing your own. Use the workbook that came with your package to aid in your ideation process. Once complete, use the checklist to make sure you have completed all steps.

This is your chance to seize control of your brand story and control your online reputation.

**Enjoy the process!**



**PERSONAL BRAND STORY  
WORKBOOK**



**PERSONAL BRAND STORY  
CHECKLIST**



# 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.

**Buy Now!**



## **CULTIVATE PERSONAL BRAND BUZZ**

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

**Buy Now!**

