

# STORY

CHECKLIST

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 eChecklist**

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**First Edition**

# 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.



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