

BRAND STORY *Brainstorm*

What are some of my major life experiences:

What lessons, moments and memories stand out in my life?

Which of these are relevant or contribute to WHY I am starting my business?

Where have I been the underdog in my story/life?

Where in my story have I risen as the hero?

What have been some of my greatest learnings in my life?

What parts of my life can my ideal client relate to?

How can I use this in my business and branding?

What parts of my story can my ideal client relate to?

How can I use this in my business and branding?

What parts of my story are the most intriguing and memorable? What stands out to ME?

Read your story to several people and ask them:

1. *What stands out?*
2. *What part can they relate to the most?*
3. *What part is the most inspiring?*

You can ask them to tell you story back to you- and then you will know what sticks!