



## **Unlock Your Story**

### ***5 Keys to a Brand Story That Brings In Clients***

**What is a brand story?** This is simply your story, why you do what you do and how you got to where you are in your company or organization.



**Your Brand's Story Should Be Consistent Everywhere...why?** It builds trust and a consistent message will help you attract the clients you want!

#### Action Items:

How is your message the same across all your marketing sites?

Where can it be improved?



**Your Story Should Include Your Big WHY.** Without a defined WHY your story seems pretty aimless and could even be confusing to your potential clients.

#### Action Items:

What brought you to where you are today in your business?

How does what you do make your life better?

What is your passion?

What is really important to you that gets you fired up about what you do?



**Use Real Stories.** You may be thinking, “well I don’t have any real stories that are interesting”. You know what...that is okay, because truth always trumps something that is not genuine.

Action Items:

What experiences or stories can you share?

Have you experienced the problems that you are trying to solve for your client?

Are there compelling stories from your clients that you can use to help others?



**Your Stories are in The Challenges, Obstacles and Messes of Life.** And hate to break it to you...you will likely have more to come. But what have you learned from these?

Action Items:

What have you overcome to get where you are?

What is your biggest mess that can help others connect with you?

What has been the biggest lesson you have learned as you have “failed forward”?



**It is Vital to Visually Tell Your Story**

Action Items:

List out 3 ways you can add visual elements that will tell your story:

- 1.
- 2.
- 3.