

# Module 1B Workbook

## **Crafting a Compelling Story Your Audience Will Love**

*Tips for Creating A Powerful Brand Story Using Your Life Experiences*

A large, detailed illustration of a purple butterfly with intricate patterns on its wings, positioned in the lower right quadrant. It is surrounded by stylized purple floral and vine motifs that extend across the bottom of the page.

*H*

Workbook designed and created by Hazel Mynes  
Hazel Inc. ©

**Imagine you are at a business meeting and your colleagues are telling how they got started as an entrepreneur. After a time of this, one of them turns to you and says, "What's your story? How did you get started?"**

**Do you know what you would say? If so, go ahead and write it here.**

**If you don't know what you would say yet, here are some tips below to help you craft a compelling real-life story (testimony) that will tie into your business story.**

# Crafting a Compelling Story

**People want to relate to your story. Share your journey with true emotion.**

**Explain the moment when your idea that helped others was born, or the moment the brand went from idea to reality.** Try and deliver your message to one person (your ideal client or customer), as simply as you can:

**This is your opportunity to personalize your story. Talk about the emotion behind your story.**

**Why did you start, what struggles did you overcome and have to face to get to this idea?** Add emotion to your story. When you connect your mission to your founding story, you energize and motivate your audience:

# Crafting a Compelling Story

**When crafting your story, write out the key elements that give value to the reader/listener.**

To offer value, ask yourself these questions:

**What is the ONE key takeaway the audience is walking away with?** Try to summarize this in one sentence or less so that the message is does not confuse the audience:

**What is the end result your audience receives from reading/listening to your story?** Are they inspired; do they have an action plan that they now want to use to help them get to the next level of their life?

Remember to always think of the other person. We are here to serve.

**What will transform in your audience's life if they continue to subscribe to your story?**

For example, do you want to push them to act on their dreams, to eat healthier? The transformation should be closely tied to the testimony.

# Crafting a Compelling Story

**Highlight a core problem your audience has and the solution you have discovered to help them overcome it.** You want to give your readers/listeners hope as they are engaged in your story.

**Problem:**

**Your solution:**

At this stage of your story, your audience is so emotionally connected to your personal journey that they visualize themselves conquering their own problems and achieving their goals. **Your story gives others hope that it is possible to overcome the obstacles we face, whatever they may be.**

**Notes:**