



# Own Your Story

Clarify Your Strategy



## Are you owning your story?

When it comes to digital differentiation, there is really only one fail proof, foolproof, never-the-same-as-everyone-else proof way to STAND OUT FROM THE NOISE and that my friends, is to know, own and share your unique story. In this treatment, we will peel back the layers to help you do exactly that!

**Write down the first answers that come to mind for the following questions:**

1. Why did you start your business? What problem were you solving?  
What did you observe that inspired you to begin?

2. When you wake up in the morning, what are you the most excited about from a professional standpoint?

3. What do you know your business will succeed in doing over the long term?

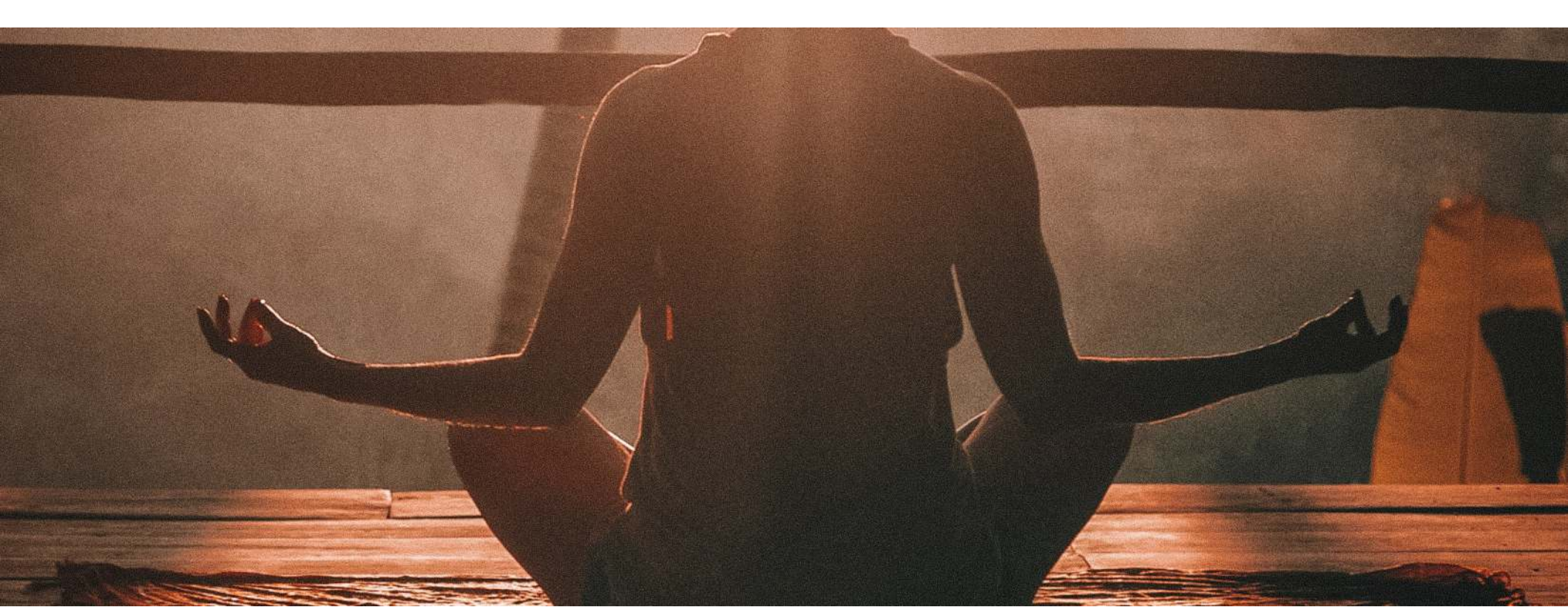
4. What MAJOR BIG SCARY challenge did you have to get over in order to be where you are today?

5. What SMALLER everyday challenges do you struggle with daily to keep your business on a growth trajectory?

6. What is your professional superpower? What is that secret weapon that you have? (Hint: it's whatever comes after lots of people say, "Gosh, you are just SO good at xyz")

Okay, now re-read your above answers. Within your responses lie the clues that will help us architect your story using a very simple, very effective storytelling recipe.





## The Four Ingredient Story Recipe

Sentence 1: I found (CHALLENGE you encountered):

Sentence 2: I kept seeing that (OBSERVATION you made):

Sentence 3: So one day, I decided to (CHANGE you made):

Sentence 4: Ever since I've been (MISSION you are on):



## Sample Story Recipe:

Sentence 1: **I found (CHALLENGE you encountered):**

*The coronavirus pandemic wiped out 100% of my live event speaking income.*

Sentence 2: **I kept seeing that (OBSERVATION you made):**

*Direct sellers of cancelled conventions asking if I could still somehow help them with their social media.*

Sentence 3: **So one day, I decided to (CHANGE you made):**

One day, after a very anxious email from one of my followers, I promised her I would translate my live event teachings into a virtual experience.

Sentence 4: **Ever since I've been (MISSION you are on):**

Ever since, I've been helping thousands of motivated direct sellers elevate their social media efforts to grow their businesses DESPITE living in a crazy time of global economic uncertainty!

Ok friend, it's your turn!





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Sentence 2: **I kept seeing that (OBSERVATION you made):**

Sentence 3: **So one day, I decided to (CHANGE you made):**

Sentence 4: **Ever since I've been (MISSION you are on):**

Owning your storyline is a key success factor to how you show up in everything from your bios, to your posts, to your Lives, which we will be working through in future treatments. For now....well done you! Namaste!

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