

# The Power of Your Story

If you're ready to start shaping your business story, remember this tip: If you want others to recognize you, the best way to do it is to recognize yourself first. Before you tell your brand story, recognize the kind of message and meaning you want to embed in your story. Write from your experience.

Your character is going to define exactly what happens in your story. Be as true to yourself, compelling and believable as possible. What makes you unique and different? What makes you stand out?

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Your personality shapes your brand story. I'm talking about your personal values, integrity, core beliefs and ethics. Think about what inspires and motivates you. Wrap this around your brand story; it will bring your brand to life.

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Define what your character stands for in your story. Why do you do what you do? What is your purpose? What's most meaningful in your life and business?

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What actually happens in your story? What's the compelling action (or series of actions) that makes other things happen? What's driving your story forward?

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Think about how you want your audience to react to your story. What's the outcome--the object lesson here? What kind of conclusion do you want them to reach? Think about the pulse of your brand. Are people going to pick up your brand's vital signs in your story?

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From a literary perspective, all effective stories are founded on conflict resolution. Regardless of the nature of the conflict, the foundation of a story must include the resolution of at least one primary conflict. The conflict may occur between the character and the outside world, or it may be a conflict the character has within herself.

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Most stories are inspired by a single message. What is your message?

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