

**MODULE 2 - MASTERCLASS 6**  
**BUILD YOUR BRAND BACKSTORY**

**YOUR STORY IS  
VALUABLE!**



**TRANSCRIPT**



# Build Your Brand Backstory

Welcome back to the Woman of Confidence Personal Brand Accelerator course!

Wow! If you have listened to all the brand success masterclasses in Module 1 and Module 2, and actioned all of the tasks, you will have experienced quite an empowering journey! In the last masterclass, we focused on crafting a compelling pitch that truly represents who you are and what you want to be known for.

This module has also unlocked your unique gifts, values, vision, and thought leadership insights! How do you feel now that you have realised how much you have to offer and share with others, outside of just your professional expertise, products, or services? It is just so powerful to clearly articulate your brand story, your value proposition, who you are and why it is important to you and others. Your story is just such a powerful tool to strengthen your connection to your audience, grow your brand value and leadership voice within your niche market.

Today, we will look at how you can further use your story to strengthen your brand's connection with your audience and develop your personal brand's backstory.

## In This Video, We Will Develop Your Personal Brand's Backstory.

Every world-famous brand has a back-story. And, when people or businesses looking for you Google your name, land on your website, or public profile, they are looking for one thing - a connection.

### Why Do You Share Your Backstory?

You share your backstory because you want people to see :

- Where you've come from
- Identify your story and journey.
- So they will want to follow you to where you are now.



Today, your brand's success is about much more than just your experience or expertise – it's about forming an emotional connection with your audience, clients or customers and creating a powerful emotional and personalise component to your brand.

Why? Because people want to do business with people, they feel they know, like, and trust—the authentic people.

## Your Back Story Will Help You Build A Brand That Is

- **Real and authentic** so you can connect to the hearts and minds of your audience and attract a tribe of loyal clients and followers.
- **Marketable and attractive to journalists looking for interesting stories or points of view from experts** to comment on hot topics and conversations.

You have already done the deep discovery work with your earlier life and career milestone works in masterclass 2 of module 2. So today, we are going to use this to go to the next in your Brand Success Formula journey to strengthen your personal brand, open you up to speaker opportunities and share your story and insights.

## 6 Story Lines To Shape Your Personal Brand Backstory

A great way to do this is to use storylines. I have created 6 basic storylines as a guideline for you to shape your own backstory. I use the Before and after storyline that best aligns with my own journey and transformation from feeling lost and confused to empowered and unstoppable! For example, "First I was .... and now I'm...."

So, all you need to do is to choose a story line that relates to you and your story, applying the discovery work responses from part 1 of your core values and beliefs to build your own back story.

## Today Your Task Is To:

- **Choose a backstory storyline**
- **Summarise your milestone work into a fluid narrative that connects people to your story and how it has shaped who you are today.**
- **Use the worksheet provided for this lesson to help you.**

And I'll see you in the Woman of Confidence Personal Brand Accelerator Course, where we will start to construct your own Personal Brand Style Guide.



