



BUILD YOUR BRAND BACKSTORY

Workbook

MODULE 2 MASTERCLASS 6



DISCOVER THE 'WHY' IN YOU



YOUR BRAND STORY MATTERS

“Building a personal brand is all about what you choose to believe”.

To build a powerful personal brand, you have to have clarity about who you are and what you signify. Your core values and beliefs stand at the very core of your brand. They are the centre from which everything radiates—including your brand’s look (design), message (voice), and relationships.

Your brand values will help you capture your brands, Proposition, Personality, and Purpose. A personal brand is built on the things that we are most passionate about, and stands on the foundation of what others desire from those passions. This is the most crucial step to giving life and passion to your brand. By connecting to your passion, you will create a brand that is genuine, authentic and a natural extension of who you are and all that you have achieved in both life and business. You will live it in every step you take.

Being able to identify your truth and communicate what is important to you is one of the secrets to influencing the way people think, feel and say, when your name comes up. You will also recognise and attract the type of values you want to attract in the market as well as people you want to work with!

It also gives you a compelling answer to the question “What do you do?”, and is the basis for your elevator pitch! Both your bio and pitch will have more impact if it is aligned to your story (leaves people feeling you were born to do this.) so you can say it with passion and conviction!

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"Your values aren't selected from a list, we discover them and reveal them"

1. YOUR BACKSTORY



Every world-famous brand has a back-story. You share your back-story because you want people to see where you've come from. People won't buy your pleasure until they know you understand their pain first. When people can relate to where you've come from, then they will want to follow you to where you are now. The key is that your back-story must relate to the product or service you are selling. Plus, align your story with what you want to be known for and your key messages and lesson learned from your unique journey.

Step 1: Use your responses from part 1 of your core values and beliefs workbook to select some of the most powerful milestones of your life and career to start to build your back story in the text box below.

For example, refer to my time line on the [About Page on my Suzie Lightfoot website here>>](#) to give you an idea of how I have integrated my career and business milestones into my personal brand.

2. STORYLINES

Step 2: Now you have selected the most memorable and influential parts of your story, the next step is to choose and tell your account most compellingly. Storylines are a great way to communicate with your audience.

There are 6 basic storylines:

1. **Loss and Redemption** – I was on top of the world, then happened.
But it turned out to be a blessing in disguise because now I
2. **Us vs. Them** – using this storyline will polarize your audience. Are you a talker or a doer?
3. **Before and After** – First I was and now I'm .
This is a story of transformation.
4. **Amazing Discovery** – you stumbled across this by accident and now you're achieving .
I want to share with you too.
5. **Secret Telling** – I've got a secret If you want to find out what it is, you need to do
 The lure of a secret, draws people in.
6. **Third Person Testimonials** – sharing other people's successes that your products and services achieved.

CHOOSE ONE THAT RELATES TO YOU AND YOUR STORY.

Here is an example of how I have used both my back-story and how I have used my "before and after" storyline to inspire others. <http://nikkitaylor.com.au/why-your-story-matters-suzie-lightfoot-australia/>

3. MAGIC FORMULA STORIES (METAPHORS AND ANECDOTES)

Magic formula stories are little stories, metaphors, analogies, that are easy to remember, that allow the audience to make meaning, connections and links for themselves, that illustrate a relevant point, to your products and services.

If you wish to position yourself as a thought leader or authority in your market, it is your responsibility to communicate your message in a way that is easily understood. One of the ways to do this is by delivering great ideas through stories and examples. They become part of the foundation for finding your personal brands 'signature voice' and helps you to share your ideas with the world in a memorable and unique way.

i.e. I use a metaphor that relates to my time as an elite athlete at the Australian Institute of sport. Learning to dive off the 10-meter tower and how it relates to my methodology of building a powerful personal brand.

List some metaphors or key anecdotes that you can use when sharing your ideas with the world. You may adapt your life, and career milestone stories or add new accounts gained from customer experiences, clients' success stories, etc.



4. YOUR VULNERABILITIES AND RELATABLE CHARACTER FLAWS.

Sharing your vulnerabilities and some of your character flaws makes you relatable and real. It helps you to tap into and empathise with other people's pain points so that they feel that you understand them and have been through similar ups and downs, challenges, moments of adversity or triumph.

Exposing your vulnerabilities and how you have overcome them in both your life and career, give people the confidence that you can help them solve their problems too. No one wants to hear about a perfect person, because they can't relate. As soon as your audience knows you're not perfect, they start to empathise with you.

Write down some of the things that you have experienced in your life or career, how you have overcome them and how you now empower others to do the same.

5. POLARITY

Most serviced based professionals don't want to offend their audiences so instead of being relatable, they become bland and stay neutral on many topics, only sharing safe things everyone will love. The problem with this is, neutral is boring. When you try and win all the votes, you end up getting none. You need to learn how to polarize the market. You should have something to say that supports your values and beliefs and that you can leverage from and develop your thought leadership ideas and that will help position you as an authority in your niche market. These are the unique attributes you bring to the table that often become 'news worthy'.

Who are you picking a fight with? What do you stand for? What do you stand against? Identify 2 key 'passion points' that resonate with you deeply and connect with your core values and beliefs.

i.e. I believe Recruiters Need to Acknowledge Wisdom Workers"!

"I want to change the conversation about women and aging in the workforce! To be a leader to all women over 40, inspiring them to 'strike back' with style, elegance and power, so that they can become more influential and persuasive in "The Age of Influence". By the time women are 40, they begin to feel marginalised in the workforce and by the time they're 50 they often feel pushed aside and undervalued! All women deserve to be seen, be heard, and be noticed in today's business world and I want to help them discover my secret to developing a sleek personal style and brand that will enable them to fulfil their dreams and become more successful, motivated and influential! "