



Craft Your Voice Worksheet

Instructions: Follow the prompts to help you suss out the main themes and stories that will help to elevate and create a solid personal brand for your business.

What are the main topics in your field of expertise? What are the things you would naturally talk about to share about your business?

Can you further expand on any of those main topics?
Are there subtopics that are just as juicy?

What are your favorite hobbies and fun things to do?

Who are the main players in your life? The people that you interact with daily (or almost daily).

What's special about where you live? What are your favorite places to hang out around town (or in the country).

How do you spend your days? Write out a typical "day in the life."

How do you spend special days - maybe you don't go ride your horse every day, but it's something you like to do as often as you can and when you do, it makes those days special. :)

Do you have an interesting story about how you got to where you are now in life?

What have you had to overcome to achieve your goals?
(everyone loves the underdog!)

Is there anything else that makes you YOU?
(Ex: Your purple hair, your funky car, that you live in a treehouse)

Okay, so now what I'd like you to do is to go through your answers and look for anything that you feel your audience would really love to hear about. What would THEY find interesting and/or what would they find helpful to THEIR journey. Write those here.

Now go through the list above and choose the top 5-7 stories that you *know* would connect you to your audience.
You can have more, but 5-7 is a good place to start.
I wouldn't have 20 main themes - 10 or 12 would be the max I'd choose.

Overall.. This day in the life snapshot is an overall vibe of:

Some Examples:

- The benefits of personal branding
- Living by the ocean, on an island
- Being part of a creative family
- Design inspiration everywhere

Overall vibe of CREATIVE LIVING

- How you lost 50 pounds and kept it off
- That your family travels 50% of the year
- Vegan recipes
- How you fought cancer and won

Overall vibe of ADVENTUROUS HEALTH

- What it's like to travel to interesting places
- Behind the scenes of your photo shoots
- That your husband plays in a band
- You drive a super funky vintage car

Overall vibe of HIPSTER COOLNESS