

YOUR UNIQUE STORY FRAMEWORK

Your story is a strategic asset – not a vulnerability play.

Relatability gives the small business an advantage no corporation can beat. Use your story to leave your mark.

Purpose & Deficit

What gap, need, or deficit did you experience that your business now addresses? (We often build what we wish we'd had.)

Passion

What could you talk about for hours? Where does your energy come from?

Story Boundary Decision

Decide the boundaries before you share. You don't owe your audience your worst moments – you owe them the lesson.

What I'll share openly

What I'll keep private

What I'll protect (people, details)

The lesson that matters more than the wound

Your Unfair Advantage Map

WHAT I LIVED

WHAT I LEARNED

WHO I'M NOW EQUIPPED TO SERVE

Raw Content Map — Three Movements

Movement 1 – Where I was (the problem I lived)

Movement 2 – What shifted (the turning point)

Movement 3 – Where I am now (what I'm equipped to do)

Story Strategy

Draw the line: how does your story qualify you to serve your ideal client?
