

WRITE YOUR SIGNATURE STORY

Build the story you'll tell on stages, sales calls, and your homepage.

Three movements, told with intention: where you were, what shifted, where you are now.

The Three-Movement Framework

Movement 1: Where you were → Movement 2: What shifted → Movement 3: Where you are now. Be strategic, not exhaustive. You owe your audience the lesson, not your worst moments in full detail.

Story Boundary Pre-Work

What I will share.

What stays private.

Movement 1 — Where You Were

What problem were you living that your ideal client may be living right now?

Draft Movement 1.

Movement 2 — What Shifted

What changed? What did you learn, survive, or rebuild? What was the turning point?

Draft Movement 2.

Movement 3 — Where You Are Now

What are you equipped to do because of that journey?

Draft Movement 3.

Assemble the First Draft

Put the three movements together into one flowing draft.

Story Audit

Check each statement once it's true of your story.

- It leads with the lesson, not the wound
- It connects clearly to who I serve
- It's specific, not vague
- It respects my boundaries
- It's true
- It positions me as equipped, not as a victim
- It invites the reader toward their own next step

Your Final Signature Story

Write the final version.

NEXT STEP Next step: record your Three-Minute Pitch using this story.