



BUILD YOUR OWN BRAND STORY

Free downloadable ebook

My new ebook Build Your Own Brand Story Journal is designed to help you truly discover yourself, your brand and your customers. This will ensure that every piece of communication is authentic, true and speaks directly to them and forces you to adjust your systems, procedures and language to make your product truly irresistible .

The ebook will be available soon, but to guide you on your way, I have put together this FREE exercise to help you on your journey

Just a little snippet.....ENJOY!!!

BUILD YOUR OWN BRAND STORY

Do you know that connecting with customers on an emotional level increases their chances to purchase?

It's true - This is because people love stories and will form a bond that would stand the test of time if they feel that they see themselves as part of it

So why is it important for you to tell your story?

It turns a 'want' response to a 'need' response making persons more likely to purchase

It makes the brand trustworthy which translates in to customer loyalty and increased revenue

But just as important as telling your story, is knowing who needs to hear it.

*The first part of your brand story is your “why”
This is what keeps you going even when the path seems
unclear. It's buried deep inside you and is the burning desire
that keeps you moving forward towards your dreams.
To get to your why you must uncover all the good and the bad
that has happened in your life. The times that made you get up,
dust yourself off and just kept going.*

THE MOMENT THAT DEFINED YOU

*Let's look back a bit and see what happened that put you on the
path you are on now. After all, your passion started at some
point, so let's figure out when*

*1. When did you remember first coming up with the idea for
your business?*

2. What, in particular, struck you as that defining 'AH HA' moment that showed you that you were able to offer a solution through your products/services (can be good or bad)

3. What was your "darkness to light" moment on your entrepreneurial journey?

4. Finish the following sentence

"The moment that I decided I would help people was..."

THE MOMENT THAT YOU DEFINED YOUR FUTURE

Everyone goes through major setbacks and obstacles in life. As an entrepreneur and business person, you are not immune. Sometimes things may happen in your business or even personal life that can leave you reeling. You may have felt depressed, like giving up or wondering if it was all worth it....then something happened.you found renewed strength and you looked your situation straight in the face and said "I'm not going anywhere!!"

Tell me about it (be as specific as possible)

1. When was the lowest point in your business history? What were the events that brought you to that point?

2. What was your turning point? What made you see a way out?

3. How did it make you feel?

4. How did you pull yourself out, what were the steps did you take?

5. Finish the following sentence

“I didn’t let _____ get in the way of me pursuing my dreams”

WANT MORE??

*Look out for my ebook [Build Your Own Brand Story Journal](#) that will help you translate your journey into powerful movement that resonates with your target
Available for download soon*

Contact me today to help guide you in preparing a strategic plan to reach your goals



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