

# THE Glory in the Story

## PART 1: EXTRACTING THE JUICE



♥ We all love a story don't we? Yet, when it comes to telling our own story, we meet huge resistance, especially in our business. We tend to think of ourselves as separate from our business. It's not our fault. It wasn't even our *choice*. Chances are it's the way we were taught, often without even realising it. How often have you heard the phrase "Be professional." It sticks doesn't it? The phrase fills me with dread. It intimates that being YOU isn't professional. I want to bust that myth because it doesn't serve anyone well. Now, more than ever, your potential customers and clients want to KNOW YOU. That means you have to get comfortable with being YOU and with sharing. You have to realise you have an incredible story and get really connected to it so that you can tell it. You were given your story so that you can help others. You can't do that if you keep it locked within. Ready to get brave so you can get you and your business seen by the people who need what you offer? Follow the steps in this Part 1 worksheet and you will begin to formulate your Story easily and enjoyably. Use your own journal or separate sheets of paper if you prefer and/or need more space.

### ♥ DO THIS...

Write ONE line that describes where you were and *who* you were at these points in your life

- WHEN YOU WERE 12 YEARS OLD  
.....
- WHEN YOU WERE 20 YEARS OLD  
.....
- 10 YEARS AGO  
.....
- 5 YEARS AGO  
.....
- LAST YEAR  
.....



### ♥ WHAT ARE THE KEY MOMENTS/MEMORIES FROM EACH OF THOSE TIMES?

- .....
- .....
- .....



### ♥ WHAT ARE THE BIGGEST CHALLENGES YOU OVERCAME FROM THOSE TIMES?

- .....
- .....
- .....





### FEEL IN TO THIS...



Really feel in to this one. What was it that enabled you to overcome those challenges? What quality did you discover? Where did you find new strength? Was it a new learning? Was it the help of someone else, a friend, relative, mentor? List at least 3 things below.

- .....
- .....
- .....

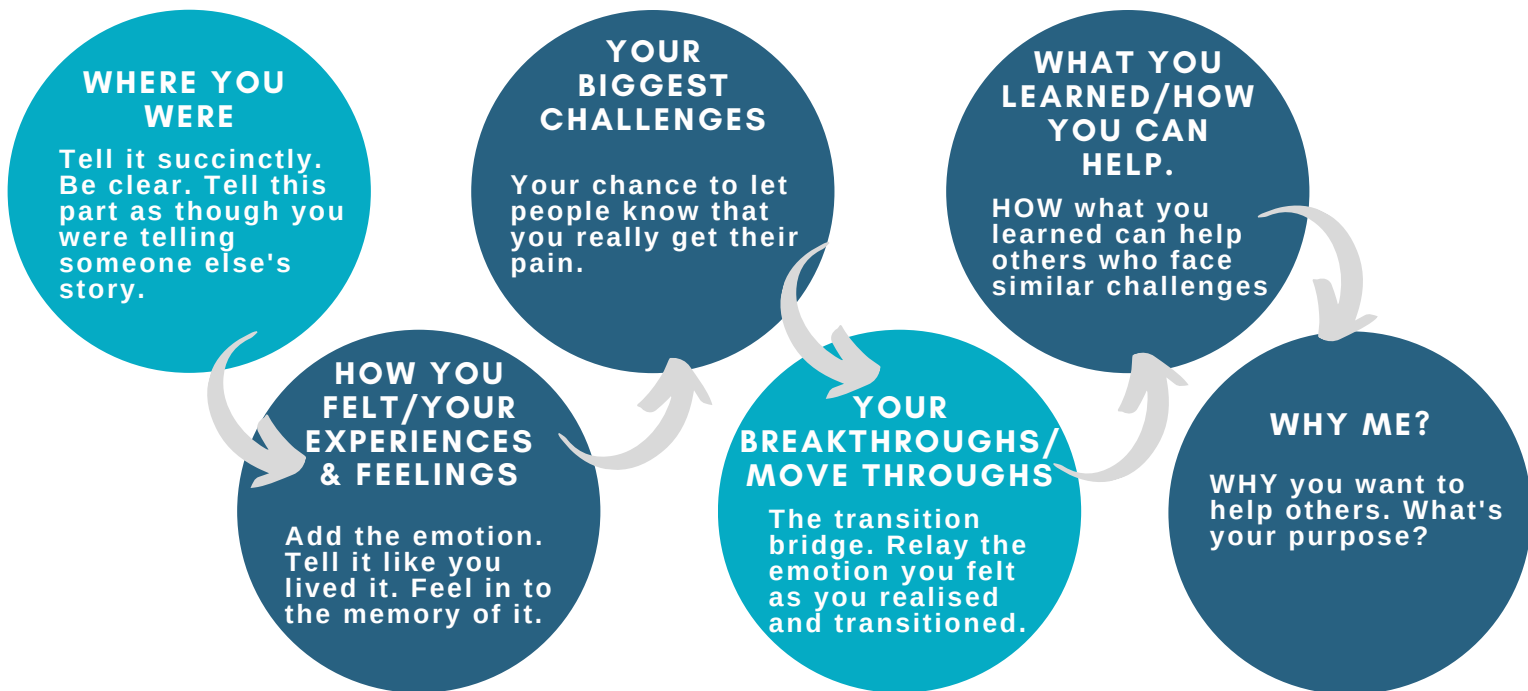


### IF SOMEONE YOU CARE ABOUT ASKED YOU TO SHARE YOUR 3 KEY LEARNINGS FROM ALL OF THIS, WHAT WOULD THEY BE?



- .....
- .....
- .....

AMAZING work so far. This takes courage. Hopefully you're starting to get some clarity about how incredible your story actually is, how much you've learned and grown. Now, can you see how you can make this flow? Here's my 'Go with the Story Flow' chart to help you.



So well done. You've done such amazing work here. I know it's tough. Are you getting a feel for the flow of your story?

If you need more support with your story and/or with crafting your messaging, visit [michelehenshaw.com](http://michelehenshaw.com) or email me at [michele@michelehenshaw.com](mailto:michele@michelehenshaw.com) to find out more about how we can work together.

*Michele x*