



YOUR NAME:

BRAND STORY JOURNAL DAY #1

IDENTIFYING YOUR ESSENCE

WHY YOU? AND WHAT DO YOU REALLY DO?

Set a timer, and dedicate about 30 minutes (or 200 words) to answering each of the following prompts:

What do you do?

When did you first come up with the idea for your business? What struck you about it?

THE BRAND STORY *Challenge*

Why is the solution you're offering different than any other?

What do you *really* believe about the work you're doing, and the impact it has on people?

THE BRAND STORY *Challenge*

What do you want other people to believe about the work you're doing, and the impact it has on people?

What do you love most about your work?

THE BRAND STORY *Challenge*

For today's public post, I want you to declare your unique essence by finishing one of the following sentence stems:

- *"I am inspired by..."*
- *"What I believe about my work above all is:"*
- *"I am passionate about helping..."*
- *"My why is..."*
- *"On the surface my company does _____. But what we really do is _____."*

Don't forget to include the hashtags: #brandstorychallenge #day1.