

## **BRAND STORY JOURNAL DAY #1**

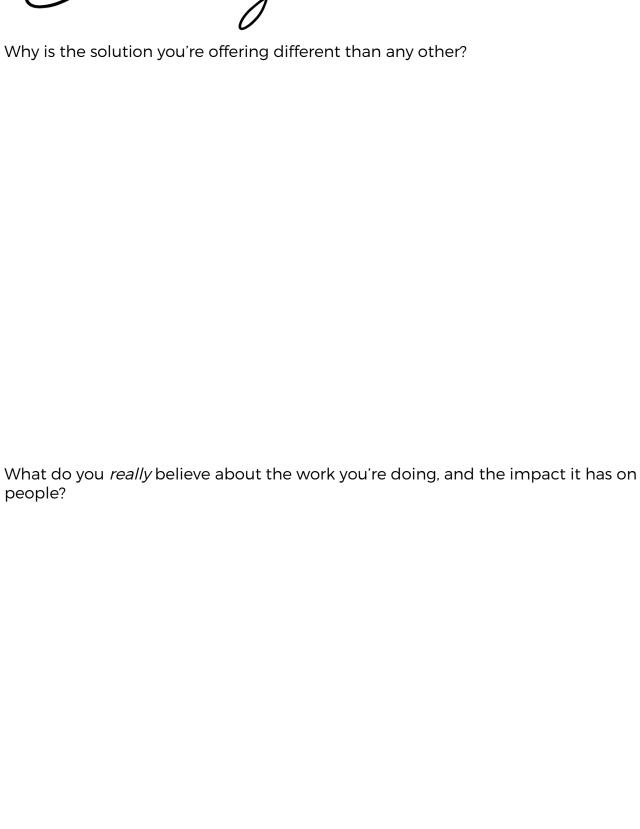
IDENTIFYING YOUR ESSENCE WHY YOU? AND WHAT DO YOU REALLY DO?

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?







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?



For today's public post, I want you to declare your unique essence by finishing <u>one</u> 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 #dayl.