



Soulful Storytelling

Week 2: Storytelling techniques to touch hearts and transform lives

Workbook

SuzanneHeyn.com

Define Your Ideal Audience / Client

Example:

Age? My ideal client is a woman aged 25 to 45.

Occupation? She works in an office or stays at home, but feels she's destined for so much more.

What are her/his struggles? She struggles with feeling like her thoughts and feelings aren't valid. She wants to express her true self, but is afraid. She's followed the rules of society for so long that she's not sure who she is anymore.

What does s/he most deeply desire? She wants to be free. To connect with her soul. To feel secure in putting herself first. To feel the magic of the universe and to know that her life matters.

How does your message change her/his life? My message changes her life because it helps her find herself again. As she changes her life, this shift impacts everyone around her. She comes back to life. She smiles and enjoys herself. Her confidence soars. She believes in herself again enough to dream new dreams.

What will happen if s/he doesn't find you? She'll never break free. She'll keep stuffing her feelings down inside. She'll never give the world her true message. She'll continue on, feeling like life is passing her by, with no hope of breaking free.

Who do you *want* to work with/welcome into your community? I want to work with people who are kind and compassionate, but also fierce and ready to do the work. I want to work with people who are ready to walk into the fear and not let it hold them back anymore.

I want to work with people who are ready for the transformation, know it's what they need, and just need my help to give them the steps to get there, and hold space for any roadblocks they encounter along the way. But they are devoted and take responsibility

for themselves. They show up and inspire me to continue my work.

Your turn!

1. How old are the people you want to connect with?

2. What does s/he do for work?

3. What does s/he struggle with?

4. What does s/he most deeply desire?

5. How does your message change her/his life?

6. What will happen if s/he doesn't find you?

7. Who do you want to welcome into your community? (It's tempting to say everyone, but your message will be much more powerful if it's targeted to a specific person.)

8. Who do you want to help versus who do you think you should help? (Go with who you want to help.)

Going deeper into your message

What are your core values and how can you illustrate that through your messaging?

For example, one of my core values is authenticity, and so I show a lot about my behind-the-scenes process, throwing random quote pictures at the internet and allowing myself to evolve publicly. Part of that is because I want other people to be inspired that they don't have to be perfect or have it all figured out.

Maybe one of your core values is compassion. So you could share stories that encourage feelings of compassion, and use words that generate those feelings. Words like love, kindness, considerate, peace, harmony.

What are your core values?

How can you demonstrate these values through the stories or other things you share?

What words do you feel portray your message? Example: Some of my words include magic, soulful, spiritual, truth, authentic, evolve.

How do you want people to feel when they interact with you and your brand?
Example: The inspiration for my brand is a beach at sunset. It's where light meets dark, everything glows and feels possible. There's a sense of peace, letting go, but also excitement at the majesty of the universe.

Tip: Peruse on Pinterest or Unsplash for photos that inspire you. This can also influence the colors you use, and where my coral comes from. This is just for you to root down in energetically so that when you share, it comes through almost subconsciously.

Community building – your vibe attracts your tribe

How do you want to feel after posting?

The other day, I posted something that felt a little angry, so I deleted it. If I post something that feels too needy, I also delete it. I want to feel either exposed or peaceful or empowered or like I just performed after posting. That's how I know the message was right on. It's fine to feel these feelings, I just try and stay conscious of what I'm releasing into the world.

How do you want to feel after posting? How do you want your readers to feel after reading your post?
