

Your Story

Your personal story is important in communicating the results you help people achieve. Always start with your offer in mind - what you want to “sell” at the end. The offer could be a specific service, product, or you as the perfect fit for the position you are applying for. Identify #2 next (before #1) – the breakthrough or a-ha that made the biggest difference in your life (needs to directly relate to the results you are selling). Then go in and identify what the big struggle was before your breakthrough. Share the parts you’re not excited for people to know. And of course, don’t forget to share how big a difference it’s made and where you are now – your results.

My Offer: _____

- 1) **Crisis/Challenge:** A time in your life that was a struggle. Give little to no background – start right in with the height of the “crisis”. Your audience wants to know you’re human and relatable.

- 2) **Breakthrough or A-ha Moment:** What happened that shifted things? This should relate to your offer and start to illustrate its importance.

- 3) **Results/Transformation** that illustrates results your offer delivers. Where you are now.
