

conscious business

— S U M M I T —

Build Your 5-Step Origin Story: Create Instant Connection with Your Audience

**With Kylie Slavik,
Brand Storyteller at Conscious Marketer**

Step 1:

Your Backstory

- Your backstory shows events leading up to your defining moment and your decision (both are part of Step 2).
- Sharing these details humanizes your brand, or you.
- This part of the story makes it easy for your audience to relate to you and like you.

Step 2:

Your Defining Moment & Decision

- Something happens to change the course of your life, or send you off in a new direction.
- It's likely you have many of these moments. For the purpose of your Origin Story, choose the one that relates the most to how you ended up in this line of work or running this type of business.
- When you write or tell your Origin Story, paint a picture your audience can see in their mind, using specific details.

Step 3:

Overcoming Challenges

- Once a decision is made, you set off in a new direction to actualize your goal or vision. Challenges naturally arise, and you overcome them.
- Showing the ups and downs of the journey helps people see themselves in your story, because we all face challenges daily.
- It creates a sense of honest and authentic connection, and also demonstrates how you gained your expertise. This increases trust.

Step 4: The Result

- Often in storytelling, when a person overcomes challenges, life (or business) changes in some way. These changes can be seen externally in a measurable way, and internally, in an emotional or spiritual way.
- The internal transformation is what makes a story emotionally compelling.
- Make sure to paint this scene vividly so people see what these results are like. Details create connection and resonance.

Step 5:

Why & Invitation

- This is the bridge between your story and your offer.
- Once people trust you and your work more, it's time to be explicit about why you care about them. What drives this work, and why do you want to help others?
- What would you like to invite them to do?