

Your Launch
BLUEPRINT

TAKING YOU FROM BUSINESS VISION
TO BUSINESS LAUNCH

STEP ONE
PERSONAL STORY
QUESTIONS

WELCOME!



Welcome to the worksheets to accompany the Personal Story element of Step One of Your Launch Blueprint. If you are someone who likes to write your answers down, please print these worksheets and write your answers on them. If you prefer to type your answers, please use the Google documents instead.

If you have any questions, please don't hesitate to email me at Sal@SalRobertson.com or you can book a coaching call with me so that we can work through the questions you have together.

Take your time answering the questions and keep coming back to them as ideas come to you.

Sal

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**Step One
Personal Story
Worksheets**

Directions

I am SO excited that you are here and ready to get started on creating Your Launch Blueprint.

Step One is uncovering your business' most compelling story. In order to uncover that story, we need to get clear on YOUR story and your customers' stories.

This workbook contains 20 questions for you to answer to create your personal inventory - a fully-fleshed version of your personal story so far and also the story that you want to live in the future.

This is YOUR business and it starts with YOU.

Take your time to answer the following questions. Keep coming back to your answers over the next few days and weeks as you remember other things about yourself or as you notice things about yourself that you might not have noticed before.

If you have any questions whatsoever, please email me at Sal@SalRobertson.com. If I can answer your question easily, I will answer it by email. If it is something that can be better solved by the two of us talking, we can schedule a coaching call to work through it together.

I hope that you enjoy this process!

PERSONAL STORY QUESTION 1

*It's time for you to start creating your personal inventory!
To get clear on your passions, talents, skills, experiences as
well as your dreams and aspirations.
This is NOT a time to be humble!*

1. List all of your skills, talents, qualifications and experience - you can break these down into different time periods from your life (school, college, job, personal life etc) to make it easier to remember all of the skills, qualifications and experiences you have had in those different periods of your life. List as many things as possible that you know how to do. Put humility to one side and brag, brag, brag. Don't self-censor. This list is important and the longer and more thorough it is, the better!

PERSONAL STORY
QUESTION 1 CTD

1. Continue listing all of your skills, qualifications, experiences.

PERSONAL STORY QUESTION 2

2. List the soft skills that make you different. Soft skills include listening skills, empathy, adaptability, team work etc. Are there things you have done that have taught you skills that nevertheless will impact your business in a positive way?

PERSONAL STORY QUESTION 3

3. What are your super powers? The things that come incredibly naturally to you. It can help to ask 4 or 5 people to help you to answer this question. It can be really hard to identify your own super powers BECAUSE they come so very naturally to you. It can be easy to assume that everyone can do those things as naturally as you do.

PERSONAL STORY
QUESTION 4

4. What are the things/places/people that light you up?

PERSONAL STORY
QUESTION 5

5. What conversations or topics really get your juices flowing?

PERSONAL STORY
QUESTION 6

6. When do you most often find yourself in flow with someone? Or in a situation?

PERSONAL STORY
QUESTION 7

7. What activities make you come alive?

PERSONAL STORY
QUESTION 8

8. How do you love to spend your days?

PERSONAL STORY
QUESTION 9

9. How do you want to be remembered?

PERSONAL STORY
QUESTION 10

10. How could your passions and skills make life meaningfully better for your prospective customers/clients.

PERSONAL STORY
QUESTION 11

11. How do you think that you might approach your business differently than other business owners in the same industry?

PERSONAL STORY
QUESTION 12

12. What is the difference you want to make in the world? You onlyness not only includes the things that have happened to you until now but also the things that you feel drawn to do in the future.

PERSONAL STORY
QUESTION 13

13. What really, really, really, pisses you off? What is the "enemy" that you want to fight in the work that you do? Or the way of doing business that doesn't resonate with you and that makes you want to do things differently?

PERSONAL STORY
QUESTION 14

14. What experiences do you want to have in life? Both in your personal life and your business life.

PERSONAL STORY
QUESTION 15

15. What are your hobbies and interests?

PERSONAL STORY
QUESTION 16

16. What did you love to do as a child? Do you still do any of those things?

PERSONAL STORY
QUESTION 17

17. What are your favorite movies/books/tv shows/songs?

PERSONAL STORY
QUESTION 18

18. List the 5 people (famous or not/ living or not) who you most admire.
Make a list of 5 qualities/character traits that you associate with each
person.

PERSONAL STORY
QUESTION 19

19. Imagine it is May 2023. Write a description of what you would like your life and business to look like 3 years from now.

PERSONAL STORY
QUESTION 20

20. Do you see a pattern or theme emerging? If so, please describe what you are noticing.

YOU DID IT!

You did it!

Thank you for working through all of the questions. These are lists that you can keep on adding to as more ideas come to you or you notice other things about yourself as you go about your daily life.



You might also want to talk to some of your friends and colleagues to ask them about how they see you.

Sometimes people who know us well notice things about us that we don't notice about ourselves. This can be especially true about our super powers! We tend to assume that things that come so naturally to us come naturally to everyone. That often isn't the true! It can be very helpful to see yourself the way that other people do.

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