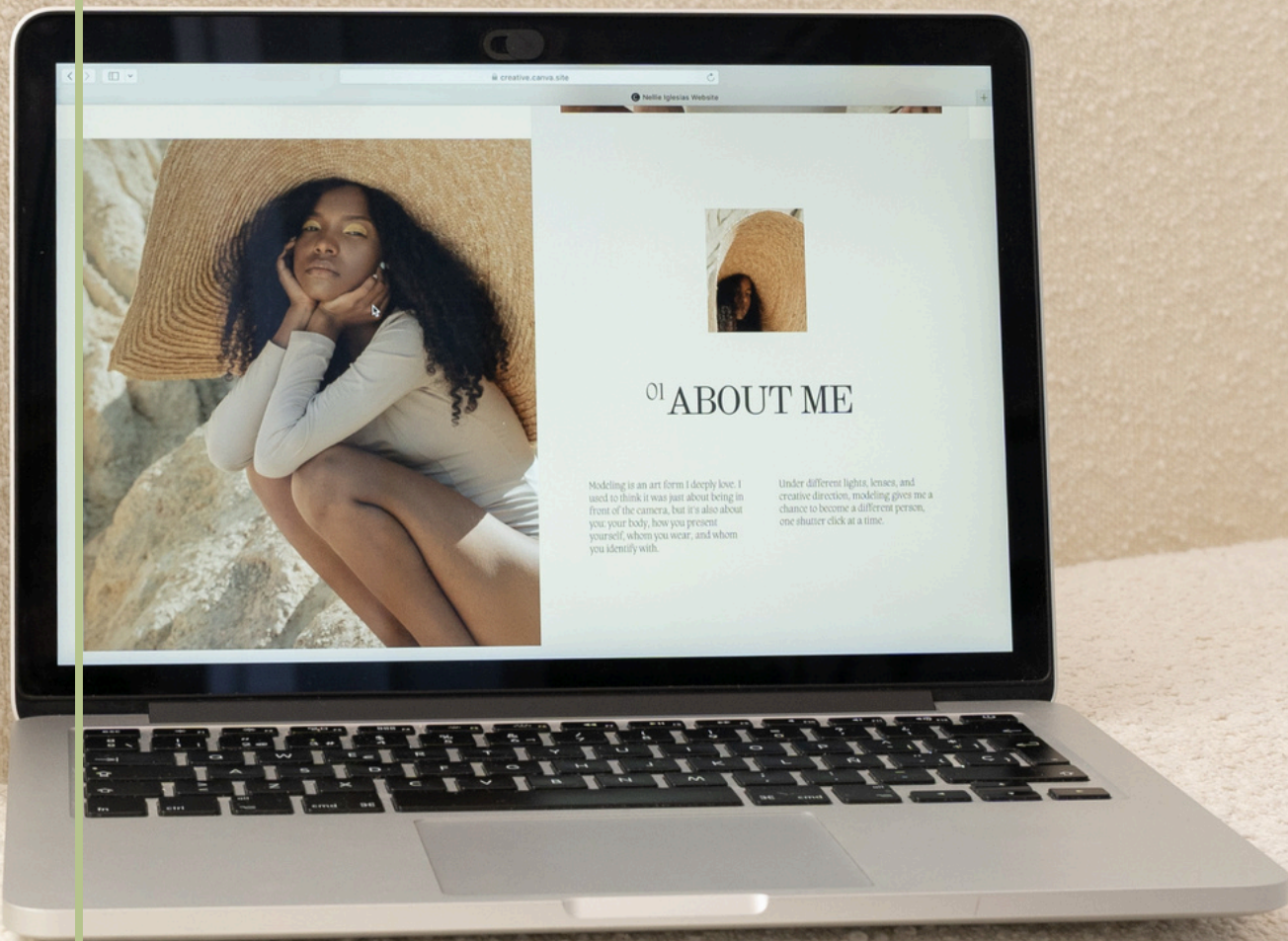


How To Craft **A COMPELLING** *Brand Story*



PERSONAL BRANDING FOR YOUR BUSINESS

Hey There!



*"I going to do something **BIG** with my life!"*

That's the bold declaration we say when we're kids at high school. Making plans about what we will become, after we graduate.

And while neither of us are no longer at school, we are always on the quest of **Becoming** more. **Learning** more. **Doing** more! Am I right??

If you're like me, you've done various jobs; commandeered numerous work events and functions to get those connections; AND learnt a whole bunch of skills to get you to that next rung on the proverbial corporate ladder.

Yet never quite feeling that your voice and what you have to offer, is being heard.

I've been in **MANY** rooms like this and to be honest, I've come away feeling lost and deflated. Can you relate?

The key is - learning to express your voice clearly with certainty and conviction. To reach those you wish to help, and show them why your products or your services matter to them.

That's where clarity of your Brand is. In your voice, your tone and your style, and it will attract your ideal client to you,

Consider this Storytelling Kit your textbook of what you need to do to craft a compelling story to make your business a success!

Sharpen those pencils, 'cause we're about to get to work!!

First things first: THE IMPORTANCE OF BVP

BRAND VALUE PROPOSITION

You might know it as **Unique Value Proposition** or **Unique Selling Proposition**.

I like to call it Brand Value Proposition (BVP) because you are focusing on developing your **Brand's** voice more than a product or service.



CLARITY WILL DIRECT THE FLOW

When you can clearly define what sets your Brand apart, in your voice, it is much easier to communicate it. Because it's **YOUR TRUTH** and how you want your clients to talk about you, even when you're **NOT** in the room.

And we **ALL** know that awkward feeling of being *spoken* about just as we open the door right!?? Welll..... THAT. ENDS. NOW.

IT STARTS WITH CORE VALUES

So what are your **VALUES**?

While it's nice to have a list of values that resonate with your personality, what you need to do is be super clear (like the finest of Waterford champagne crystals - clear), when it comes to **EXACTLY** defining your Brand's Values.

I want you to take your 'personal' cap off for a moment, and put on your **PhD** trencher hat (*that's the cap that you put on when graduating from university*), and think like Bill Gates of Microsoft or Steven Jobs of Apple, when developing your values for your own business!

What did you envision just then? Was it the minimalism of Jobs or the transformational leadership of Gates?

That's how **CLEAR** you need to get on your business values

‘know the value of knowing your value.’

So how do we begin to find our values?

Good news is, you’ve probably had them all along. But here’s the thing with values: you need to revisit them yearly. Because you will change and grow over 12 months, that is inevitable. And so to, will your business and your business values.

That does not mean you ‘*must*’ change them! Think of it as your regular once a year health check-up that you do. BUT instead of you making an appointment with your doctor, you are scheduling time in your planner to review your Core Values health as they pertain to your business.

And right now, is **THE** best time to do that!

On the next page, I’ve provided you with a 2 minute **Core Value Health Check** that I did with some PhD students to clearly and quickly define what their values were. It is **VITALLY** important that you have only have **3 Core Values** at the end of the exercise. And if you don’t narrow it down to just 3, continue doing it until you do.

You are setting very clear intentions with **THESE 3** most important values for you and for your clients. My mentor once told me - A confused mind won’t buy - and she was proven right every time. **CLEAR. CORE. VALUES.** can make or break your Brand and Branding messages.

When the PhD students did this health check, they were **REALLY** surprised by what they discovered about themselves, and you might be too!

Know that it’s okay to **NOT** have the same values as **EVERYONE** else and **NO** there is nothing wrong with you. You are not like everyone else and only you can define what is important to you, your business and your future you.

Ready to begin!??

2 Minute CORE Value Health Check

- ☐ **STEP 1:** GRAB YOURSELF A PEN, A NOTEBOOK, THIS GUIDE AND A TIMER (YOUR PHONE WILL DO). READ THIS ENTIRE CHECKLIST BEFORE YOU BEGIN.
- ☐ **STEP 2:** MOVE TO A QUIET SPACE AND PLACE YOUR PHONE ON AIRPLANE MODE (THIS WORKS BEST WITH NO INTERRUPTIONS AND NO DISTRACTIONS).
- ☐ **STEP 3:** WITH YOUR NOTEBOOK OPEN, PEN IN HAND, SET A **1-MIN TIMER** THEN TURN TO THE **VALUES LIST** COMPILED BY BRENE BROWN FROM HER 'DARE TO LEAD' IN THIS KIT, AND FOR THE NEXT 1-MIN **CIRCLE YOUR TOP 10 VALUES** THAT **RESONATE WITH YOU** FROM BRENE'S LIST. **READY? GOOOOO!**
- ☐ **STEP 4:** NOW SET A **20-SECOND TIMER** AND FROM YOUR NEW 10 VALUES LIST, AND IN YOUR NOTEBOOK, WRITE **YOUR TOP 5 ONLY**. PRESS 'START' ON YOUR TIMER AND GO!
- ☐ **STEP 5:** SET A **5 SECOND TIMER** AND **WRITE YOUR TOP 3 ONLY** FROM THE 5 VALUES.
- ☐ **FINAL MOST IMPORTANT STEP:** WRITE OUT YOUR NEW 3 VALUES LIST AND TAKE IT WITH YOU **EVERYWHERE** FOR 1 DAY, SO THEY CAN SIT WITH YOU WHILE YOU GO ABOUT YOUR DAY. THEN, LATER THAT EVENING, LOOK AT YOUR VALUES LIST AND ASK YOURSELF: **DO THESE NEW VALUES RESONATE DEEPLY WITHIN MY SOUL, MY DAILY PRACTICES AND MY BUSINESS ??** IF YES, CONGRATULATIONS! YOU'VE GAINED NEW VALUES! IF NOT, REPEAT THE STEPS AGAIN UNTIL YOU KNOW WITHIN YOUR SOUL, THAT YOUR VALUES SING YOUR TRUTH.



List of VALUES

Accountability	Ethics	Kindness	Self-respect
Achievement	Excellence	Knowledge	Serenity
Adaptability	Fairness	Leadership	Service
Adventure	Faith	Learning	Simplicity
Altruism	Family	Legacy	Spirituality
Ambition	Financial stability	Leisure	Sportsmanship
Authenticity	Forgiveness	Love	Stewardship
Balance	Freedom	Loyalty	Success
Beauty	Friendship	Making a difference	Teamwork
Being the best	Fun	Nature	Thrift
Belonging	Future generations	Openness	Time
Career	Generosity	Optimism	Tradition
Caring	Giving back	Order	Travel
Collaboration	Grace	Parenting	Trust
Commitment	Gratitude	Patience	Truth
Community	Growth	Patriotism	Understanding
Compassion	Harmony	Peace	Uniqueness
Competence	Health	Perseverance	Usefulness
Confidence	Home	Personal fulfillment	Vision
Connection	Honesty	Power	Vulnerability
Contentment	Hope	Pride	Wealth
Contribution	Humility	Recognition	Well-being
Cooperation	Humor	Reliability	Wholeheartedness
Courage	Inclusion	Resourcefulness	Wisdom
Creativity	Independence	Respect	Write your own:
Curiosity	Initiative	Responsibility	_____
Dignity	Integrity	Risk-taking	_____
Diversity	Intuition	Safety	_____
Environment	Job security	Security	_____
Efficiency	Joy	Self-discipline	_____
Equality	Justice	Self-expression	_____

You have your 3 VALUES.... NOW WHAT??

INFUSE IT LIKE SEEPING A GOOD CUPPA!

Now that you have your 3 Core Values locked and loaded, it's time for you think about how you can infuse them into EVERY part of your Brand.

For example: the Core Values for my Brand are - **Respect. Love. Hope.**



I walk, talk and move with the energy of these Core Values all day, every day.

When I meet with a client, I show them the utmost **respect**, and let them know I would **love** the opportunity to work with them and sincerely **hope** the we get to work together again in the near future.

In my online content, I infuse my words with all the energy of my Core Value, so that my readers can '**feel**' it.

Even when developing this resource for you, I designed it with love of sharing what I know, respect that you are building to become more just like me, and I hope that you will use and apply it's content to build your business.

You can also script up your **Business Manifesto** using your Core Values. A Business Manifesto is a statement of your Values, Beliefs and Goals.

All of the biggest companies in the world from Nike, to Under Armour, and even Microsoft all have a Business Manifesto that are the guidelines for business decision making and to inspire their audiences to take action.

ACTIVITY:

Take out a notebook and write a list of all the places/spaces and things that you currently do for your business and then beside each one, write out how can infuse your 3 Core Values into them.

YOUR BRAND STORY

THE CRAFT OF STORYTELLING

When I was little, I was a wallflower.

I grew up in a very large family with many cousins, Aunties and Uncles, that were all very well known in my community. And because there were a **LOT** of us (adults and kids alike), it was much easier to just stay quiet, go with the flow and try not to get in the way. But even wallflowers crave sunshine.



It wasn't until I worked my way up from a young Mum, into a CEO (twice!) of not-for-profit agencies, then I started running my own photography business, that I learnt the value of my voice and how to tell stories that resonate with my audience.

And I **GET** that it's scary to speak up in a crowded room.

I **KNOW** what it feels like when you think no-one is listening or even cares about what you have to say.

But people **DO** care. And they **DO** want to hear what you have to say. And we all especially **LOVE** a great story!

It's part of the Aussie spirit to be able to 'tell-a-good-tale'!

SO HOW DO YOU CRAFT YOUR BRAND STORY?

'If my life was going to be written into a book, what stories would I tell?'

This is what I think to myself when I am writing my content for my audience - be it social media, a blog post or a newsletters.

And all of those 'chapters' are the building blocks of my life that I share because it brought me to here. And I've outlined my 3-Step Strategy to crafting your Brand story successfully every time for ALL of your business content.

THE 3-STEP STORY OUTLINE PROCESS

STEP 1 - THE HOOK

Every great story starts with an enticing beginning and that is exactly what a **HOOK** is.

It's the very first thing people read and how you 'stop the scroll' on social media and make people want to read more about what you've got to say. Your Brand story is built on your knowledges, skills and what you have to offer. Craft a really good 'Hook' and people will WANT read what you have to say.

STEP 2 - THE CONTENT

Like all great stories, there is a protagonist (YOU), that goes through a set of challenges or experiences that educates or provides questions that you learn from. So start with questions like: *How did you start your business? Why did you start?*

And while you're thinking about the content of your story that you want to tell, ask yourself the questions below to help script your story:

- *What lesson or tip do I want to teach my audience?*
- *What emotion do I want them to FEEL?*
- *What story in my life can I share that gets across questions 1 and 2 to my audience?*

These will give you the meat and bones, that you can use for your Branding story. I find it useful to write it out my 3 Core Values at the top of my notebook when creating content, then jot down my thoughts in dot points to encourage the memory bank to roll. This also helps to keep the content concise, on Brand, and in the align with my Core Values.

STEP - 3 THE CTA (Call-To-Action)

After you've crafted your story, you will want your reader to take action from you. This can be in various forms - ***DM you for a freebie/offer; go to your webpage; buy from you; comment on your post, etc.***

It's important to give your audience direction on the actionable steps that you want them to take.

My Example of Brand Storytelling in a Facebook Post



Melissa Mills Studio

3 days ago · 🌐

How are you showing up??

It's a question that I've been asking myself the last few days and if I'm honest, I actually haven't been.

Because getting to the end of year, the tank starts to run on empty, winding down for the year begins and soon, the festive season will be upon us.

And don't we ALL know what happens when the tinsel & trees go up! 🌲 🌲

BUT, Ima holding myself to account!

The tinsel is sparkling and SO.AM.I ❤️

And, no matter what, starting today and for the next seven days, I will show up EVERYDAY over here and share with ya'll some nuggets about what it truly means to build a brand that's more than just a business—it's the extension of you, your story, and your values.

For the next seven days, I'll be diving into the ins and outs of business branding, from defining your 'why' to creating visuals that feel authentic, and finding that sweet spot where business meets your brand.

I'll share tips, tricks, and insights on building a brand that attracts clients, creates trust, and represents YOU fully. Ready to elevate your brand and start showing up as the best version of yourself??

Stay tuned—I'm excited to take this journey with you!

🔥🔥 Today's Tip: Your brand isn't your logo; it's the feeling people get when they think of you. Show up authentically, and let that feeling be UNFORGETTABLE 💕💕

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[#rockhamptonphotographer](#)

[#7daychallenge](#)

Let's Break It Down....



Melissa Mills Studio

3 days ago · 🌐

THE HOOK

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#melissamillsstudio

#rockhamptonphotographer

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THE CONTENT

THE CTA

Over To You!

They say small steps lead to BIG changes! And now you've got the pathway for those small steps to succinctly define your 3 Core Values and how you can use them to create stories that come from the heart, and most importantly- in your Brand Voice.

Just remember Friend, that these 3 values should not be an afterthought, but a core part of your business strategy. Combined, they become your brightest Northern Star to speaking authentically in your voice.

There is no one like you. Your story is unique to YOU.

When you infuse every essence of your business with these two strategies, you will:

- find your tribe;
- see the value that you are giving to them AND
- you'll realise that you did it all with fear
- AND you've actually made positive steps to grow your business!

Don't over think it. Just start. And I'll be here cheering you on with my over-sized coffee cup raised high!

Melissa Mills Studio
Manifesto

HERE'S TO THE DREAMERS

THE UNICORNS, THE ONE'S LIVING THEIR LIVES WITH

AUTHENTICITY. VULNERABILITY.

AND A SENSE OF KNOWING THAT WHAT THEY DEEPLY DESIRE IN THEIR SOUL,
TRULY IS POSSIBLE. MAY WE

REFUSE THE NEGATIVE

REBUKE THE MYTHS

AND CHEER ON OUR FELLOW DREAMERS WITH GLASSES RAISED HIGH, AND
CELEBRATE EVERY WIN LIKE A 'DROP-IT-LIKE-IT'S-HOT' PARTY FROM 1999.

WE BELIEVE IN

RESPECT. LOVE. HOPE.

AND THE CHALLENGE OF ENDLESS CURIOSITY TO CHANGE NOT JUST OUR
WORLD, BUT ALL THOSE AROUND US.

OUR PASSION

TRANSFORM IDEAS INTO REALITY

MAY OUR HEARTS AND OUR MINDS BE FILLED WITH JOY AS WE GROW,
FLOURISH AND ATTRACT TOGETHER.

WE PROMISE TO ALWAYS LIVE LIFE

WITH KINDNESS. HONESTY.

& . FEARLESSLY.

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