

Soul of a
STORYTELLER
WORKBOOK — *For Entrepreneurs*

Prepared with Intention By: *Erin Johnson*, KINDLED + KINDRED
For: MODERN ENTREPRENEURS To Look Within So They Can LOOK AHEAD.

Modern entrepreneurs know their customers don't just buy good or services, they buy stories told by brands (like yours) about who they are and who they could be through their purchases. This means that nowadays, entrepreneurs that embrace the power of story not only show up as business owners with a product or service to offer, but as storytellers guiding their customers through a brand experience centered on a story they can see themselves in and are eager to be a part of through their purchase.

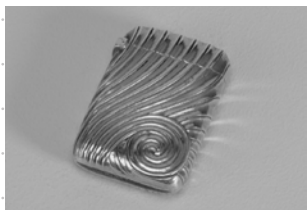
By nature, humans are storytellers. Anthropologists, historians, and psychologists alike have concluded that our brains have been hard-wired to craft and tell stories to make sense of our world and connect with others. But as a modern-day entrepreneur, what does being a storyteller look like? And more importantly, for those of us who may not be naturally inclined to sit down and truly think through, write, and effectively communicate a story through our businesses, where do we start?

So often as business owners and entrepreneurs, we struggle to communicate our story and the story we invite our customers to be a part of through our brands because we've never honestly asked ourselves the hard, deep, thought-provoking questions or invested the time and space it takes to answer them fully and honestly. Questions that challenge us to go deeper and truly discover who we are as storytellers and what our own voice sounds like when it's not filtered through the lens of what we believe we're expected to say, rushed by the pressure to stay relevant, or lost in the echo chambers where we feel we need to talk louder to be heard amongst the noise.

THE TRUTH IS, BUILDING A STORY-RICH BRAND AND TAPPING BACK INTO OUR INNATE SOULS OF STORYTELLERS DOESN'T BEGIN WITH ANOTHER PURCHASE, ANOTHER THING TO CONSUME, OR ANOTHER ITEM TO SHOWCASE AS THE FACE OF YOUR BRAND— IT BEGINS WITH YOU.

It begins with looking within and unearthing the stories you were meant to tell through your business so you can confidently communicate a story that connects and resonates with your customers and community.

At Kindled + Kindred, fueled by the desire to help entrepreneurs unearth their own stories and confidently reclaim their own voices, the resource



you hold in your hands was created— a free starter workbook filled with my personal favorite deep-dive prompts designed to help you tap into your soul of a storyteller that has been engrained in all of us since the beginning of time but has often been cast aside

in our fast-paced modern-day business culture which values working harder longer, moving forward faster, and consumption over connection.

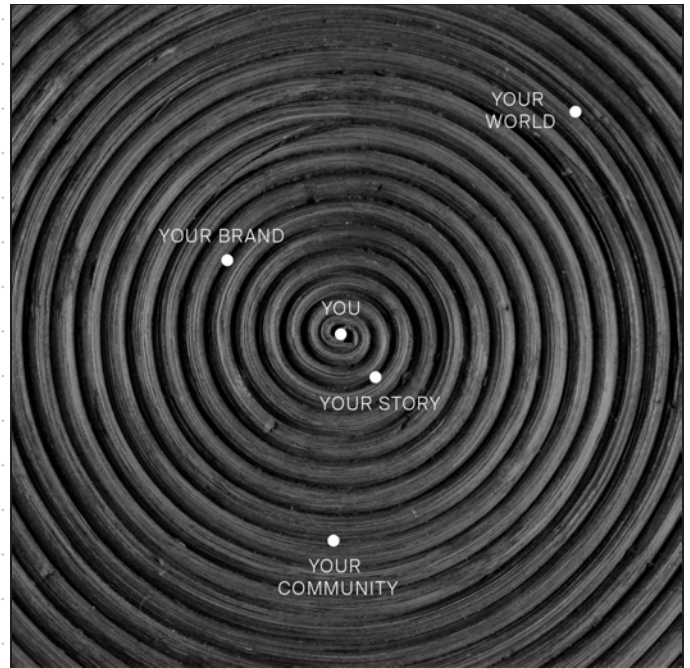


Fig. 01 'It Begins With You'

Before diving in, know that within these pages you won't find tips, tricks, or a neat and tidy how-to-tell-your-story outline of quick and easy steps; and for good reason—this work isn't easy and looks vastly different for every person and every business. After all, it's as Brené Brown so beautifully says, "The price is high. The reward is great."

As you move through this workbook, I challenge you to approach each prompt with an open heart, a curious mind, and a desire to dig deeper and answer honestly. Remember, these prompts were designed for personal self-reflection as a means to know yourself as a storytelling entrepreneur deeply, develop your voice with confidence, and gain clarity on the story you sell through your work. (However, if you do choose to share any of your topics/answers within your brand community directly, I suggest looking at your boundaries on what you share and, more importantly, *why* prior to doing so.)

Lastly, I want to dedicate this resource to you—the entrepreneur who is brave enough to believe in the power of their own story and who dares to show up day in and day out impacting the change and creating the world they want to see through their business. This one's for you. Thank you for letting us see the world and ourselves through your eyes.

N° 01

What am I inviting people to be a part of through my brand?

(What does the purchase of your product/service say about them and who they are as a person?)

CATEGORY: *Brand Story*



N° 02

What was I taught success means? How do I define success now?

CATEGORY: *Re-defining Success*

N° 03

Where in business am I over-explaining and/or overthinking?

(When I'm honest with myself, were am I Leaning toward perfectionist tendencies?)

CATEGORY: *Perfectionism*

N° 04

CATEGORY: *Energy*

Where am I spending time and energy in my business that leaves me feeling depleted? What am I engaging in within my business that leaves me feeling energized and refueled?

N° 05

CATEGORY: *Business Beliefs*

What business advice, trends, and/or practices do not fit within the business I am building? How can I push back against these and create space for a new way of doing business?

N° 06

CATEGORY: *Freedom + Fear*

Where do I feel the most alive and free within my business? Where do I feel trapped or fearful?

(Examples: Client work, internal work within your business, creating content, etc.)



N° 07

CATEGORY: *Creative Living*

What realistic changes need to happen within my business to support the life I want to make for myself?
(What business practices will support my LIFE, rather than what lifestyle will support my business?)

N° 08

CATEGORY: *Action, Space, Support*

Within my business, where am I ready to take realistic swift action? Where do I need stillness, space, and rest? Where do I need resources, nourishment and support?

N° 09

CATEGORY: *Self Awareness*

Where do I go (physically and mentally) to feel closest to myself and my creativity so I can engage in the big-picture, deep thinking that often moves my business forward?

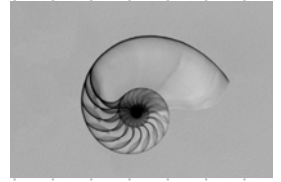


N° 10

What are boundaries I need to put in place to make my business sustainable?

(Starter ideas: communication style, work hours, social media practices, consumption/creation balance, etc.)

CATEGORY: *Boundaries*



N° 11

What memories and experiences have made the biggest impact on who I want to be and how I want to show up within my business? (What have been crucial markers on my business journey?)

CATEGORY: *Lived Experiences*

N° 12

What do I honestly want out of my business?

(Be extremely specific! Use sensory, descriptive details to create statements which will form a vivid vision to focus on.)

CATEGORY: *Honest Reflection*

N° 13

What does my future self want my current self to know?

CATEGORY: *Self Reflection*

N° 14

As a business owner, what stories am I unlearning that no longer serve me?

CATEGORY: *Unlearning*



N° 15

How am I showing up for myself within my business?

CATEGORY: *Nourishment*

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