

Core Story Experience: Uncover Your Unique Narrative

Duration: One-Day Intensive (Virtual or In-Person)

Investment: \$1200

Goal: Transform your life experiences into a powerful, short story – a narrative that captures the essence of who you are, what drives you, and the impact you seek to make. This is the foundation for your personal and professional brand, a unique story crafted for use across platforms—from your website to social media and beyond.

Process Overview:

Phase 1: Discovery & Inquiry (90 Minutes) — We Do This Together

Focus: Deep Dive into Your Story

What to Expect: Through a unique, guided inquiry process, we'll journey through your life's pivotal moments, values, and defining experiences. This session uncovers the threads of your story, revealing your authentic self and purpose. Together, we'll explore the "why" behind your journey, identifying patterns and insights that form the essence of your core story.

Outcome: Clarity on key themes, identity markers, and personal narrative components that will shape your story.

Phase 2: Narrative Creation (Approx. 90 Minutes) — I Do This While You Reflect

Focus: Drafting Your Core Story

What to Expect: While you take a moment to reflect, I'll work to translate our conversation into a concise, high-impact draft that captures your story with precision, clarity, and authenticity.

Outcome: First draft of your core story.

Phase 3: Editing & Revisions (Approx. 90 Minutes) — We Do This Together

Focus: Crafting Your Core Story

What to Expect: We'll review the initial draft together, making edits and refinements collaboratively. The goal is to create a narrative that truly reflects your voice and vision.

Outcome: A polished, signature story that serves as the foundation for your personal and professional brand.

Phase 4: Brand Integration & Strategy (Final 30 Minutes)

Focus: Adapting Your Story Across Platforms

What to Expect: We'll break down your core story into adaptable versions, ready for use on your website, social media bios, speaking introductions, and more. I'll guide you on how to infuse this narrative into every aspect of your branding for consistent, impactful storytelling.

Outcome: A multi-purpose narrative toolkit, empowering you to show up with confidence, consistency, and clarity across all platforms.

What You'll Walk Away With:

- **Your Unique Story Fingerprint** — A crafted narrative that is truly yours, capturing your essence.
 - **Your Core Brand Foundation** — The central story that drives your messaging, positioning, and public presence.
 - **A 500-Word Signature Story** — A timeless asset you can revisit and repurpose for years to come.
 - **Clarity, Purpose, and Power** — Confidence in your story as a tool for connection, influence, and growth.
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This private, one-on-one experience is unlike any other—a powerful transformation that uncovers your narrative with ease, insight, and lasting impact.

Testimonials

[Rachel A](https://www.rachelanzalone.com/about-rachel)

<https://www.rachelanzalone.com/about-rachel>

[Michelle K](https://michellejoykramer.com/my-story/)

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