✅ Module 9 Checklist: Storytelling & Personal Branding (Without Oversharing)

Crafting Your Content Character

- **Identify your "core message"**:
    - What do you want to be known for? Write down your top 3 core values or strengths you want to highlight in your content.
- **Create a "Content Character"**:
    - This is your **professional persona** — think of it like a character in a story who shows up consistently.
    - Align this persona with your **authentic self** while keeping it professional.

Story Arcs that Build Connection & Trust

- **Find your story arc**:
    - Craft **personal stories** that show the **journey** rather than just the destination.
    - Ask yourself: **Why do I do what I do?** Your audience will connect with your **why** over your "what."
- **Structure your stories**:
    - **Set the scene** — provide context.
    - **Share the challenge** — what was at stake?
    - **Show the resolution** — how you overcame it or what you learned.
    - **Highlight the transformation** — how it changed you or your business.

What to Share (and What to Skip)

- **Share the vulnerable side**, but stay professional:

    - Share stories of challenges you've overcome in your career, but **avoid oversharing** personal details that might not resonate with your audience.

    - Share stories where you grew **from the struggle** or where you learned something that can help others.

- **What to skip**:

    - Don't overshare about personal drama, politics, or anything controversial that could alienate your audience.

    - Avoid content that focuses solely on **you** — your audience wants to see what you're doing for them or others.

Overcoming the "Cringe" Factor

- **Embrace authenticity**: Everyone feels a little awkward on camera sometimes, but don't let that stop you.

- **Focus on service**: Shift your thinking from "what will people think of me?" to "how can I serve or help them with my message?"

- **Don't compare**: Avoid the trap of comparing your storytelling to influencers or huge brands. Keep it **real** and **genuine**.

Behind-the-Scenes Content

- **Behind-the-scenes stories** build authenticity:

    - Share the process of how you create content, what goes into your daily routine, or even struggles you've had along the way.

    - This type of content doesn't need to be perfect — it's relatable and shows the human side of your business.

Engagement Strategy

- **Ask for feedback**: Encourage your audience to share their thoughts on your stories. Use polls, direct messages, or comments to spark conversation.

- **Create engaging posts** that encourage your audience to share their own stories or opinions.

Storytelling Tracking

- Track your storytelling results:
    - **What type of stories resonate the most?**
    - **Which stories get the most engagement?**
    - **Which posts lead to more meaningful connections or DMs?**

📑 Supporting Documents for Module 9

Content Character Template

Help define your “content character” with this worksheet:

- **What do you want to be known for?**
  (Your top 3 traits/values)
- **What makes your professional story unique?**
  (Your background, experiences, etc.)
- **What tone will you use in your content?**
  (Formal, casual, friendly, etc.)

Storytelling Framework

Use this framework to structure your stories effectively:

Step	Prompt	Notes
Set the Scene	What’s the context of your story?	Describe the problem or challenge.
Share the Challenge	What was the obstacle? How did it impact you?	Show vulnerability, but keep it professional.

The Resolution	What did you do to overcome it?	How did you solve the problem, or what did you learn?
Transformation	How did it change you?	What's different about you or your business after the experience?