



How to Create Your Brand Story so you can Stand Out Online with Darlene Hawley

Please make a copy of the doc, save it to your drive to use as a working document.

Sharing your story is the easiest way to set yourself apart from the competition and stand out in an overcrowded market. It's your secret weapon, as no one else has a story exactly like you do, so it's important to share from your heart and use your life experiences to differentiate yourself to grow your brand and business.

When I started sharing my story online that was when my business changed and I was able to start connecting at a deeper level with my audience and take my business to the next level. I want that for you too.

What is your biggest fear when sharing your story?

5 Steps to Frame Your Story

1. Brainstorm

Write down every single story, experience, memory that you can think of about your life and go back as far as you remember. Set a timer for 10-15 minutes and write down everything that comes to mind.

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2. Ask yourself these 4 questions with each story you wrote down in your brainstorm session.

1. what happened
2. how you were impacted
3. what changed for you and
4. what lessons you learned

3. Pick three Connecting Stories

Now find 3 connecting pieces/stories that you feel got you to where you're at today and have made the biggest impact on your life. Circle those.

examples from my story... Single mom working 60+ hours, losing my mom suddenly and knowing I needed to live my life my way- life is short, starting my business to allow more flexibility in my schedule.

4. Market Research

Your story is not just about you, now you have to look at who your audience is. Find 5 Ideal clients and have a virtual coffee date and ask them these 4 questions.

1. What is their biggest struggle/pain?
2. What do they desire?
3. What is standing in their way?
4. What needs to happen to get them from struggle to desire?

5. Pull it all together.

Now you can start to build your brand story based on what you learned in steps 1-4.

Places you can share your story:

- ❖ On your website: about me page, work with me page, sales pages
- ❖ Your weekly email newsletter

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- ❖ In your email nurture sequence
- ❖ Podcasts, virtual summits, collaborations- any training you are invited onto
- ❖ Video: Facebook Live, Instagram Live, YouTube
- ❖ Case studies and testimonials
- ❖ Your Blog
- ❖ Social Media Posts

The stories you didn't use in your brand story should be saved to your "Story Bank" and used in other ways, so keep them in a safe spot.

Remember your story is not cookie cutter and it shouldn't sound like everyone else. Your story is uniquely yours as it is based off of all of your life lessons, skills and experiences.

Own your story and share it everywhere.

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Hi, I'm Darlene Hawley. I'm so glad you're here. I'm a mama of 4, wife, connector, and dream builder. I'm also a Personal Branding & Online Business Coach and the founder of [DarleneHawley.com](https://darlenehawley.com).

Darlene Hawley is a speaker, podcast host, personal branding, and online business coach who shows ambitious, heart-centered coaches, experts, leaders, and entrepreneurs how to create a profitable online business while making space for themselves and their families by speaking up and sharing their story.

Her genius is showing entrepreneurs 2+ years into their business how to deepen their business foundation and go after visibility so they can share their message with the world, attract dream clients, and have the impact, freedom, and flexibility they desire.

And supporting leaders inside organizations to strengthen their inner and outer voice so that they can speak up for themselves and the ideas and issues that matter most and move people to take action whenever they speak.

Learn more about my Attract & Stand Out 1:1 signature program for coaches, consultants & entrepreneurs: <https://darlenehawley.com/attractandstandoutonline>

Ready to level up your and your team's communication skills, so you can speak up for the thoughts and ideas that matter most?

<https://darlenehawley.com/training>

Grab my free roadmap to create a successful business with less hustle and more ease:

<https://bit.ly/attractandstandoutonline>

Grab a Chai & Let's Connect:

Website: <https://darlenehawley.com>

LinkedIn: <https://linkedin.com/in/darlenehawley>

Blog: <https://darlenehawley.com/blog>

Attract & Stand Out Podcast: <https://darlenehawley.com/podcast>

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