

OWN YOUR STORY WORKSHEET

KNOWING WHO YOU ARE AND TAPPING INTO YOUR VALUES & STORY IS THE FIRST STEP TOWARD CRAFTING A BRAND MESSAGE THAT WILL AUTHENTICALLY RESONATE WITH YOUR AUDIENCE

Why did you first start the business?

What do you love more than anything about running your business?

What do you NOT love about running your business?

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What is it about the weddings & events industry that fills you with the most JOY?

Illustrate your answer above... (What does it look like? Who is there? What is your role in all of it?)

WHY do you think that's the thing that fills you with the most JOY? (eg, Is there something or someone or an experience from your past that might have inspired or ignited this?)

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What values do you hold most dear?

How do those values perhaps align with the way in which you do business?

Do your clients share those same values? How does the way in which you do business with them reflect those values?

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How do your clients find out about you and how do they get in touch with you? Does that process support your WHY?

How do you present yourself and your team in person? Does that support and reinforce your values and your WHY?

How about online? Does your brand and business present itself online in a way that reinforces your values and your WHY?

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How about while you're working with clients? What are parts of the process that you emphasize that reinforce your values and your why?

What else could you do to reinforce those values? Get creative! Think about every part of the client's journey with you from beginning to end!

Who could you work with, partner with, talk to about ensuring that how you do what you do is really aligning with your WHY?

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MISSION STATEMENT

YOUR MISSION STATEMENT IS THE COMBINATION OF YOUR WHY, HOW AND WHAT OF YOUR BUSINESS. PUT THEM ALL TOGETHER HERE TO CREATE A DRAFT OF YOUR MISSION STATEMENT

WHAT IS YOUR WHY? (Re-write your reason for doing what you do. Include the back story or what you think might have led you to it)

WHAT IS YOUR HOW? (List out all of the ways that you do business in a way that reinforces your WHY.)

WHAT DO YOU DO? (List out the name of your company, where you're based and what services you offer)