

Free Stuff!



tell your
story





EXERCISE TIME



YOUR PERSONAL BRAND

WHAT DO YOU WANT TO BE KNOWN FOR?

People don't do business with businesses, they do business with people.

That's why you need to help people get to know you through content, cool about us pages and consistently showing up in a way that's authentic to who you are.

Ask yourself, "Are the photos of me and the imagery and words on my site showing who I truly am and how I want to FEEL in my business? If not, it's time to think about the story you're telling.

If you're turned off by the word 'Personal Brand' simply think about it as "what people say about you when you walk out of a room" and if you could influence what that was - how would you show it?

Let your uniqueness and quirkiness shine. It's what makes you relatable and helps customers and potential customers to connect to what you are doing.

THE MOST IMPORTANT THINGS TO SHOW ARE

1. YOUR WHY

2. THE PROBLEM YOU SOLVE

3. AND HOW YOU HELP



Strategy. Social. Content. Customer Experience
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SHARE

YOUR STORY



THOUGHT STARTER QUESTIONS

What was the inspiration behind your business?

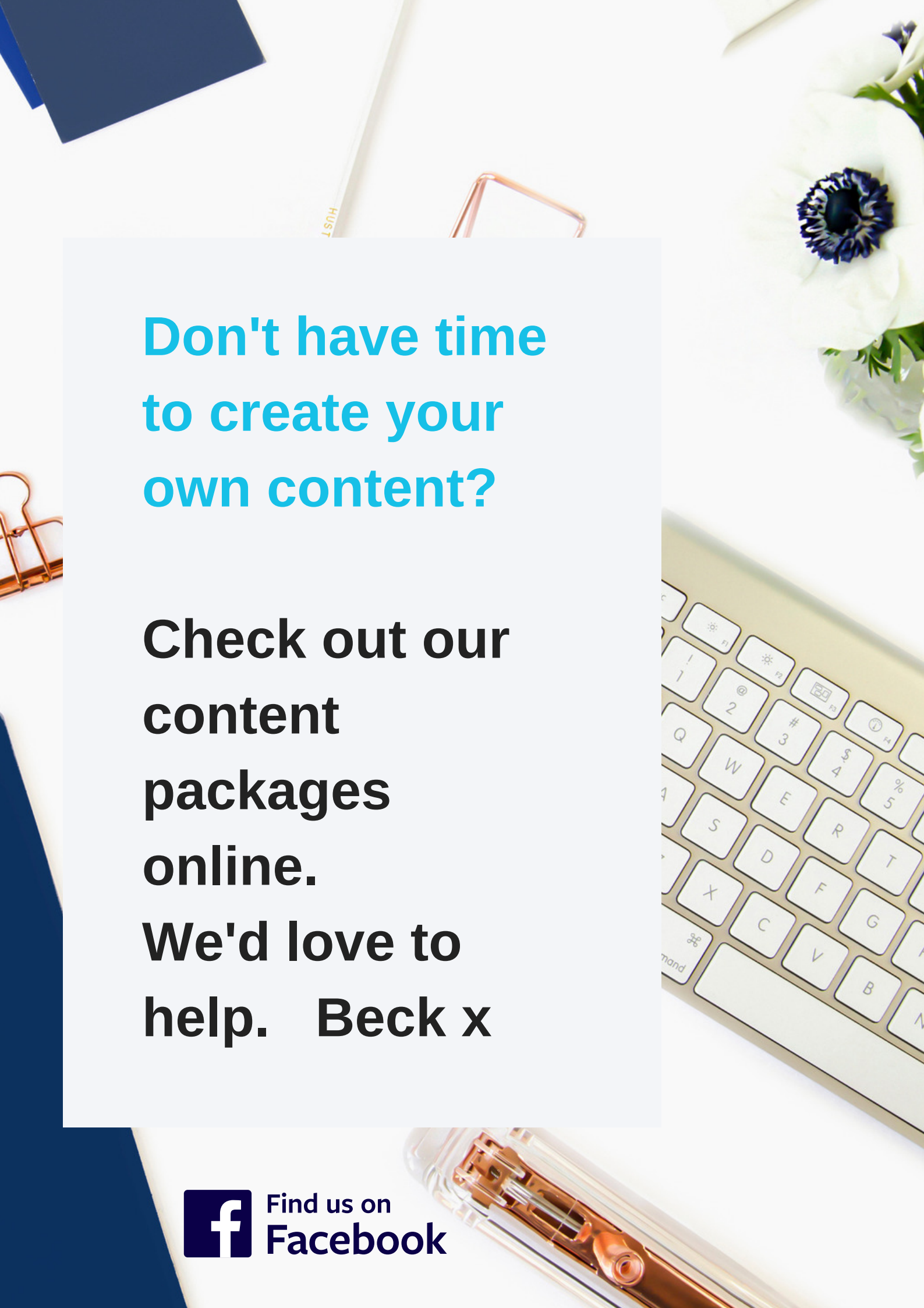
Who do you help the most?
Why is that important to you?

What jobs did you do that gave you experience?

What attracts you to the industry you are in?

Who was your first client or customer?
What did you learn from that person or company?

Looking back, what were the big milestones that shaped
your business to the one it is today?



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