

Creating Your Magnetic Brand Story

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Authentic Marketing

Allows You To be Heard By Those Who Need Your Help



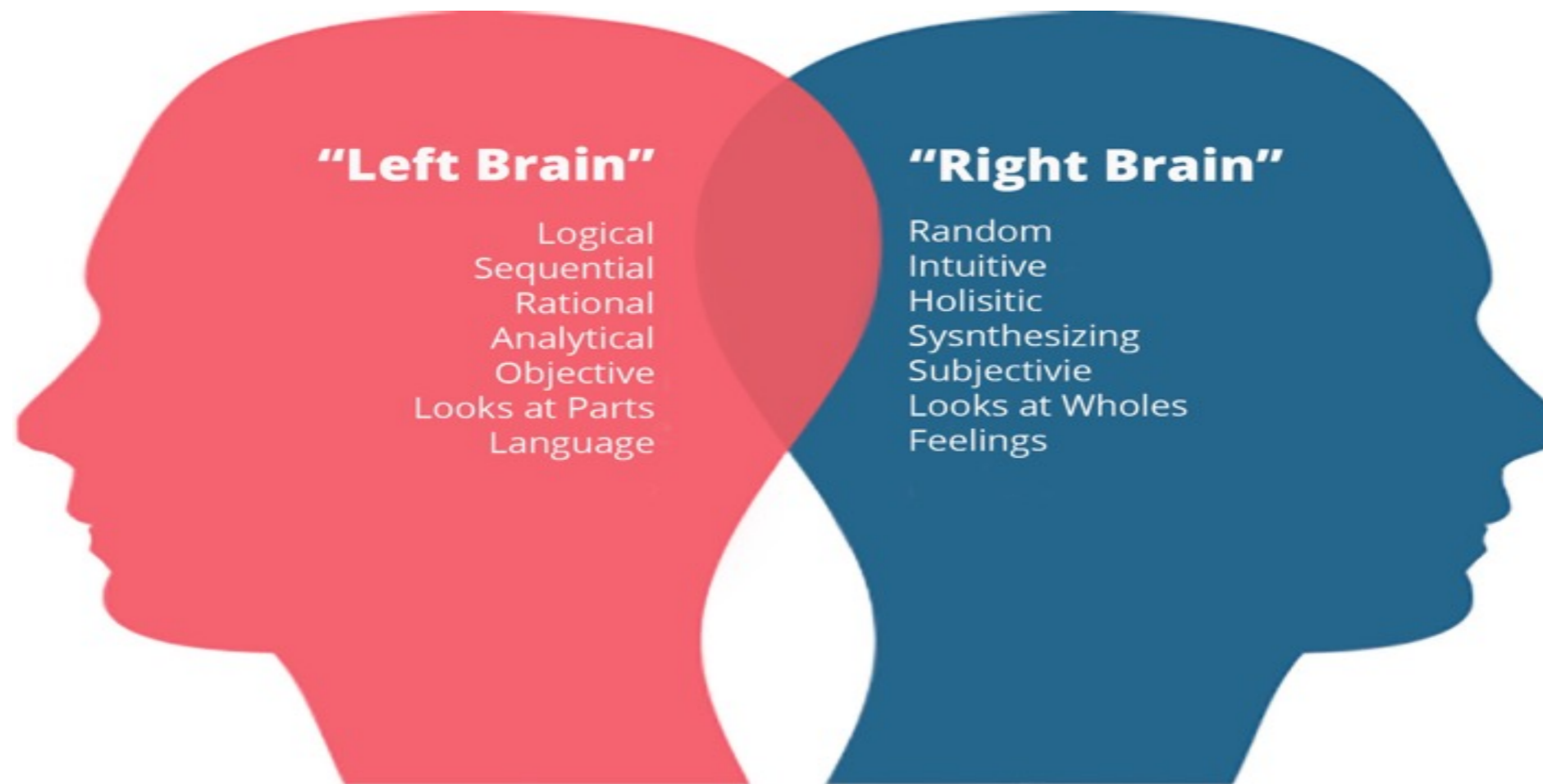
The Marketing Holy Grail

Emotional Connection

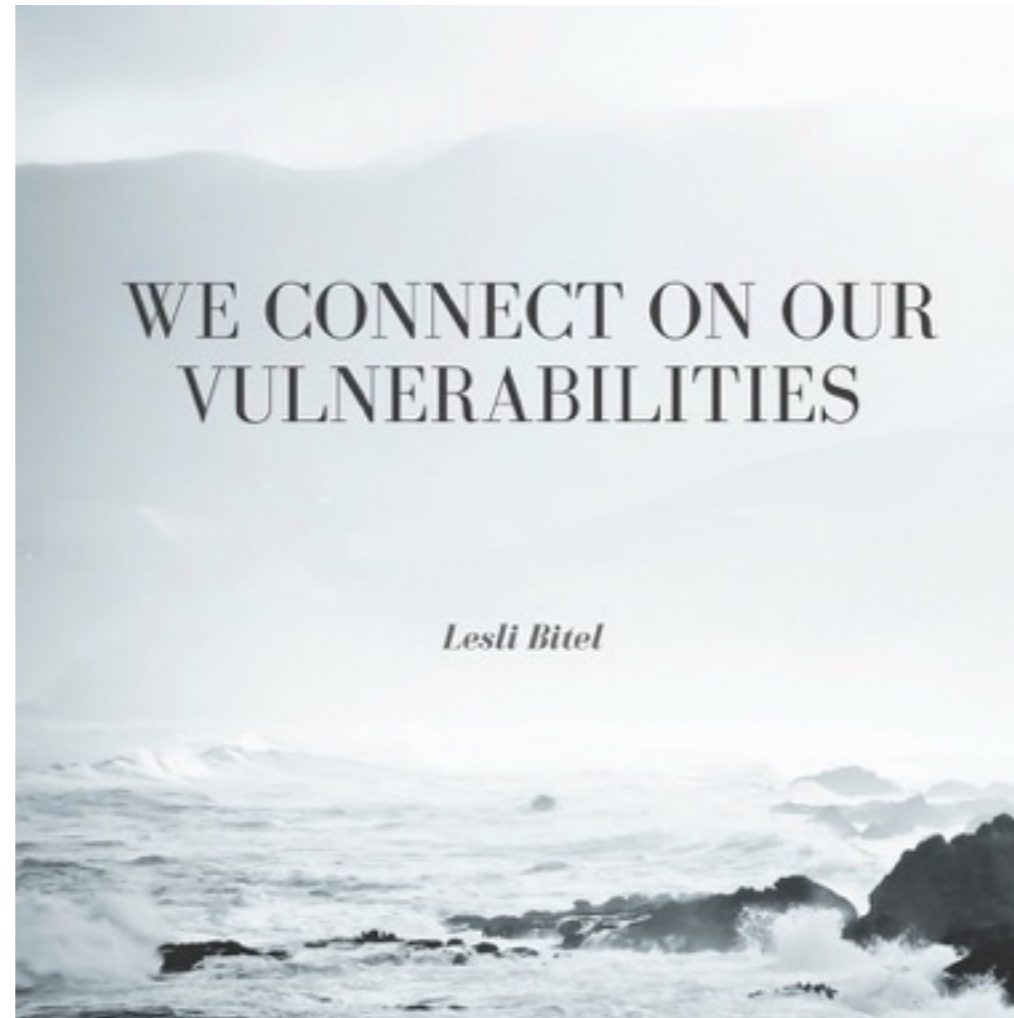
is the magic touch that transforms
your casual audience into raving



100% of Decisions Are Made In The Emotional Side Of The Brain



Your Story Is The Underpinning Of Your Brand



Your Story Reveals 2 Halves of Credibility

1. How you can help
2. Why you care



Your Story Differentiates YOU From The Crowd

3 Critical Story Elements to establish TRUST:

- What is was like before (for you or someone you cared about?)
- Alternatively, why are you so passionate about this area of work? (i.e.an experience or observation?)
- What happened / the turning point
- What things are like now (“I get to do this for a living and I’ve dedicated my career to helping others”)