# THREE KEY ELEMENTS OF YOUR BRAND STORY

### ACTION STEPS

1. Gather a group of your friends (in person or virtually) and ask them to share what they think is a true expression of who you are and what you bring to the table.
2. Divide this feedback into two categories: Points that could strengthen your brand story and points that may weaken or confuse it.
3. Based on the strengths you uncovered above, come up with 20-30 phrases that could become your brand theme. Test them out vocally to see what “fits.”
4. Keep all of these notes and feedback. They’ll be useful for the next two chapters.