

# WRITE YOUR STORY

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Take 30 minutes to write your story

This is you doing you. Do some soul searching.  
It's like creating a map of where you've been and where you'd like to go.

It may feel strange, uncomfortable, even vulnerable.  
Etching back into your past, unraveling an ancient memory,  
not knowing exactly why you are writing something.  
But something moves you to write it anyway - that's all part of the process.

Let your ego go and let it flow.

Don't over-analyse.

Just write your story.

What's your website address?

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Where do you live?

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Your Facebook Fan Page

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Any other social media pages

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WRITE YOUR STORY

Who's your ideal client/customer?

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Describe how you want your brand to feel in 3 words.

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Who are your competitors? Please provide URL's.

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List 3 website designs you love and tell me why.

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WRITE YOUR STORY

What do you do? What comes to mind? A job title? An elevator pitch?  
Singular words? There are no wrong answers. Just write it down.

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What are your favourite colours, foods, books, movies, objects, places -  
anything favourite that comes to mind?

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WRITE YOUR STORY

What concepts, things, people, and/or ideas are you attracted to?

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How would you describe your style?

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WRITE YOUR STORY

Pretend you are standing in front of your closet.  
What 3 colours are popping out at you right now?

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Stay there in your closet. What 3 textures do you see the most of?

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WRITE YOUR STORY

How would you describe your dream house?

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Now put your mind's eye to your current home.  
What 3 colours are popping out at you from your interior design?

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WRITE YOUR STORY

Stay there in your home.

What 3 textures pop out at you from the interior design of your home?

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What are your favourite natural elements?

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WRITE YOUR STORY



What brands do you love?

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What do people praise you for the most?

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WRITE YOUR STORY

Any significant events from the past that shaped you, changed your worldview, shook you to the core or just came to mind at the moment?

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Now think specifically about your creative freelance business. How has your relationship to what you do changed over time? What did you learn on your way to where you are now? How did you affect others by what you do?

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WRITE YOUR STORY

What are you passionate about the most in your business?  
What makes you feel alive?

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What are your goals for the future?

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WRITE YOUR STORY

Now looking back at all your answers so far why do you do what you do?  
Why do you think the world needs what you have to offer?

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**Now step back and reflect.**

**What you've done is cleared space on the table and rolled out a map. Your map.**

**You see your journey clearly in front of you - the struggles overcome,  
the victories celebrated.**

**You see the story that has sculpted you into the person you have become.  
You also see new lands you'd like to explore, thrilling adventures  
you'd like to experience.**

**It's all there in your map. You've found your why.**

**WRITE YOUR STORY**