



THE ULTIMATE

Brand Story

GUIDEBOOK

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U N L E A S H

T H E P O W E R I N Y O U R S T O R Y T O

- C R E A T E A M A G N E T I C B R A N D M E S S A G E
- A T T R A C T Y O U R D R E A M O P P O R T U N I T I E S
- E L E V A T E Y O U R I N F L U E N C E , I M P A C T & P R O F I T S



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ELEVATE YOUR VISIBILITY, MESSAGE + IMPACT WITH AUTHENTICITY AND CONFIDENCE

Have you ever had the thought "I've grown my business as far as I can," but now you're feeling stuck?

Have you tried every marketing strategy that ALL the gurus have told you to try to grow your business?

Do you ever worry that everything has already been “done before”?

Think you have nothing new to add to the conversation or your industry?

Stop it, right now! No seriously, STOP!!!

This is the exact kind of thinking that will kill your confidence, vision, creativity and YOUR BUSINESS!!!

Nothing could be further from the truth!

It's time to unleash the power in YOUR story, so that you can take your brand, business + life to the next level of infinite possibilities.

WHY STORYTELLING?

It's clear that MAC Cosmetics, Anastasia Beverly Hills and Estee Lauder all co-exist in the same niche, and quite successfully. The same is true for luxury brands Mercedes Benz, Range Rover and BMW.

If there were only room for one superstar in any industry, many of the brands we have come to know, love and covet wouldn't exist, right?

So what is the message here? There is MORE than enough room for you in your industry!

Although these companies and brands are "competitors," there's something about them that makes them unique and stands out from others in their niche - THEIR BRAND STORY & MESSAGING!

They may offer the same type of products, but they're very different and it's their brand story and messaging that draws in their unique audience.

Whether you're an emerging, new or established entrepreneur, one thing is for certain -- If you're ever going to separate yourself from the crowd and noise in your industry, it's a must that you not only embrace your unique story, but you've got to unleash the power IN your story.

TWO INDISPUTABLE TRUTHS ABOUT STORYTELLING:

Storytelling is universal and has existed since the beginning of history.

Stories have a massive impact on customers and they reach people on an emotional level.

So, how do you uncover your unique story and unleash its power?

The first, and one of the most important steps is to discover your "why." If you're going to achieve the true level of success you desire, you absolutely need to be able to answer this question with confidence. Here's the thing about your "why." It can be something super simple but truly meaningful to you, or it can be extremely complex. As long as it's what's important to you and speaks to your core values, it matters and you should own it.

Here's some ideas to get you going:

- I want to spend more time with my family
- I want the freedom to travel wherever I want, whenever I want
- I want to be featured in the media
- I want to write a book
- I want to host sold-out events
- I want to spend more time volunteering and giving back to the causes I care about
- I want to live a freedom-based lifestyle, doing what I love, making an impact and a great income.

What exactly does any of this have to do with business? Absolutely everything!

When you're able to identify and define your "why" you'll be able to build and/or grow a business that you truly love, are passionate about and sets your soul on fire! When you don't know the thing(s) that drives you, you'll run out of steam very quickly. You can't afford to let that happen.

Uncovering the power in your story not only sets you apart, but it unearths the power in your business as well, and will allow you to achieve all of your goals and dreams in a purpose-driven, impactful and profitable way.

Keeping your vision and your "why" in front of you will serve as a constant reminder of why you do what you do.

MY WHY

THERE'S POWER IN YOUR STORY

Your story is directly related to your "why". Your unique experiences and background will appeal to your ideal audience in a way that no one else's can.

First, let's focus on your personal life.

- What struggles have you overcome?
- What fears have you had to face and conquer?
- How has someone impacted your life?
- How have you impacted someone else's life?
- What's the hardest decision you've ever had to make, and how did it make you feel?

It doesn't matter the level of success a person has, it's almost certain that at some point in their lives, they've struggled with something.

This is an asset for you - IF you know how to leverage it in your storytelling.

"A DIAMOND IS MERELY A PIECE OF COAL
THAT DID WELL UNDER PRESSURE."

~Author Unknown

TYPES OF PERSONAL STORIES

There's a plethora of different types of stories you can craft and share to attract your dream audience, engage, and build a loyal community around. Here are just a few of many to get your creative writing juices flowing:

Story of Self

- o Why you were called to do what you do
- o Focuses on change
- o Challenge – Choice – Outcome

Story of Us

- o Challenges and choices of a group
- o Focus on the impetus for action
- o Values or goals should match those of the audience

Founding Stories

- o Humble beginnings provide a great template
- o Beliefs, experiences and decisions that led to founding
- o Highlight choice points as well as drive home value

What You Stand For Stories

- o What you value and care about the most
- o The moment you realized you had this value
- o Personal experience or something learned through work

Loss and Gain

- o Share something that went wrong
- o Something showed you it wasn't right
- o Share what you lost, and how you came out with more

YOUR PERSONAL STORY

Now, pick one of the prompts above, and spend some time writing your story.

Don't worry, you're not married to one story style. You can always adjust as needed. This is an exercise to get you in the practice of writing and sharing your story in one of these formats that your audience will gravitate to.

Include important details of your life, why you chose the business model you did, and how that affects your clients and customers. What is it about your background and experiences that makes you, your brand and/or business the perfect solution for your ideal audience? Be as specific as possible. You'll be sharing parts of your story in the coming weeks, months and years to come, and it will help you to better connect with your dream community.

Need some inspiration? I've got you covered!

Check out these example to get you inspired, then take action:

[**https://thehoneypot.co/pages/about**](https://thehoneypot.co/pages/about)

[**https://themanechoice.com/pages/founder**](https://themanechoice.com/pages/founder)

[**https://dannijo.com/pages/about-us**](https://dannijo.com/pages/about-us)

YOUR MISSION STATEMENT

You may already have a mission statement written, especially if you've been in business for quite some time, but this exercise will still help you to tweak it and use it in a way that will attract and magnetize MORE of your ideal audience.

At its most basic core, your mission statement defines who you are, what you do, and for whom. Potential customers should be able to read/hear your mission statement and immediately know whether or not you're a good fit for their needs.

But a well-thought-out mission statement is so much more important than that. It's the point on the horizon that will keep you focused. It's the ultimate test that every new idea or strategy must stand up to. And, it has everything to do with your unique story.

Your mission statement should absolutely be included on your website, however you can also use it as a tagline, in your marketing materials, and even in your video marketing strategy (that's a conversation for another time).

YOUR MISSION STATEMENT Cont'd

Use the simple template below to craft your mission statement. Focus on writing it in your voice and style:

_____ [your name and/or company name] _____ provides
_____ [service, product or training] _____ to _____
[ideal audience/market] _____ to assist with
_____ [needs/goal] _____.

What is your story?

What's on your highlight reel and how does it connect to your business?

What makes you different?

How do you stand out from others in your industry/niche?

Whatever your unique story is, there are people who will resonate with it in a way that they won't with someone else's. Remember, we can hear the same advice over and over again, but we really won't connect with it until we hear it in just the right way, from just the right person. And for a certain audience, that someone is YOU.

YOUR BUSINESS STORY

Now it's time to go back to those questions above and answer them on the next page. You don't have to share your answers anywhere. Just write them down. This will help you to craft your brand message that you'll use in your marketing, blog posts, social media posts, sales pages and more.

Knowing and owning your story will help you to show up more confidently, authentically and powerfully in your business.... and in life!

Successful brands, businesses, and entrepreneurs know that true success comes from that powerful space where your passion, goals, and personality meets.

When you take the time to get to know yourself well, and do the internal work necessary to discover your unique story, that's the exact moment when you'll experience the business growth you've been dreaming of, and it will feel virtually effortless.

The added bonus is when you're able to define what makes you unique, you'll find your client, customer and audience attraction at an all time high, and it'll come at just the right time. Not only that, marketing will automatically become easier, your funnel will fill itself, and sales will be painless.

USING YOUR PERSONAL STORY IN BUSINESS

ACTION STEPS

1. From either a personal or business perspective, write down any stories that you have already used or are familiar with. These could be stories you've told in meetings, at conferences, to a client, to your family etc. Write as many as you can down from the various categories discussed in this guidebook.
2. Now go through each of the story types described in this guidebook and think about whether you have a personal story that would fit that type.

Make notes about key points that might go into that story.

CONCLUSION + NEXT STEPS

Opportunities To Tell Your Story

Start looking for real-world opportunities to share your story:

- o Presentations
- o Meetings
- o Groups
- o Conferences
- o Interviews
- o Online

Never stop creating new stories and improving old ones.

- o It's about more than just promotion
- o Identify true values and convey them to your audience
- o Showcase yourself, story and message authentically

ABOUT K. ELLE JONES



K. Elle Jones, is a Creative Brand Consultant, Media Personality, Producer + Filmmaker, specializing in personal branding, storytelling, brand message, and visual media branding + production.

As the Founder + CEO of ELLEvate NOW!™ Creative Media, Elle has spent more than 20 years creating compelling marketing and advertising campaigns for Fortune 100 + 500 companies in the fashion, entertainment, lifestyle + healthcare industries; crafting magnetic stories all while gracing screens AND stages across the country as a speaker, podcast guest, actor, host and on-air talent.

With her vast experience in marketing + advertising and the entertainment industry, Elle helps high-impact, mission-driven women creatives, entrepreneurs, business owners + leaders go from invisible to highly-visible and influentially profitable, harnessing the power of strategic, creative, visual brand marketing and media.

Elle's passion is deeply rooted in teaching powerhouse women, just like YOU, how to own your voice, unleash the power in your story, craft compelling brand messaging that attracts, engages, builds community, brand awareness and credibility, leveraging video. This positions you to elevate your brand authority, influence, impact + profits with authenticity, confidence, and style!

To learn more about Elle and how she can help you elevate your brand, visit <https://www.ellevatenow.com/story-1/>.

If you're ready to leverage the power of visual storytelling and film production to build a a celebrity-like brand that positions you as a category of ONE, visit bit.ly/CameraToProfitableConversions to apply to work with me in one of my high-level program offerings today!

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