MODULE 4: BRAND, IDENTITY AND MESSAGING

Your founder story and story bank

Lesson: Storytelling and the founder story · about 15 minutes

Write your founder story and set up a system for collecting client stories with consent.

Your business (name, service, main city):

1. Write the five steps of your founder story in notes: the moment, what was missing, the decision, what you built and who it is for now.

2. Write your founder story in 25 words and in 100 words. Check every detail is true.

3. Choose your best recent event and outline its story using situation, tension, turn, result and meaning.

4. Adapt the six interview questions to your business and book a call with one past client this month.

5. **Draft a short consent form: which story and photos, where they will appear, how names will be used, and how to withdraw.**

Check: can you now

- Structure a client story using situation, tension, turn, result and meaning
- Write a truthful founder story in 25-, 100- and 300-word versions
- Collect client stories with an interview script and documented, specific consent

One change you will make this week