



My Story Formula

“About Me” or “My Story” Formula

This worksheet is designed to walk you through the steps of creating your “**About Me**” or “**My Story**” Page and help you become a great “**storyteller**”.



This is the most important part of your entire marketing. There is a right way to do this and a wrong way to do this. If you follow these steps then there is no way you can do it wrong. All of our testing and market research has led us to this formula and have found that when used it produces the best results for you and your business.

If you are like most people then you probably get overwhelmed when you are faced with creating something (especially about yourself) so we have broken this down into easy steps. All you have to do is fill in the

missing information and create a profile that captivates and attracts people to your business.

The Formula is:-

Pictures to grab your reader's attention

Personal Story to make a connection with your readers, build rapport and keep them interested

Personal Problem & Solution paint a picture of a personal frustration, challenge or problem and the solution

Call to Action Invitation to the reader to call you, send you a message, connect with you, subscribe to your blog

Pictures

How many times have you heard "a picture paints a thousand words". This is absolutely true. Pictures are an amazing thing and can convey things that words just can't. When people see a picture of you smiling, having fun, on holiday, enjoying yourself, they can feel it and are instantly connected to you. What better way to start off your "About Me" page than with photos.

Here is a picture of us taken with a backdrop of the mountains. Instantly visitors are drawn towards wanting to find out a bit more about us and if they are skiers then they are definitely going to love us!



What you are going to do is find 8 -10 photos that you can use to create a slideshow just like ours. These will be pictures of you having fun, your family, your pets – anything that says “*look I’m a real person and love life*”. No business type pictures here – they are scary and might turn people off.

Your pictures/photos will need to be in a digital format to create a slideshow (e.g. a JPEG)

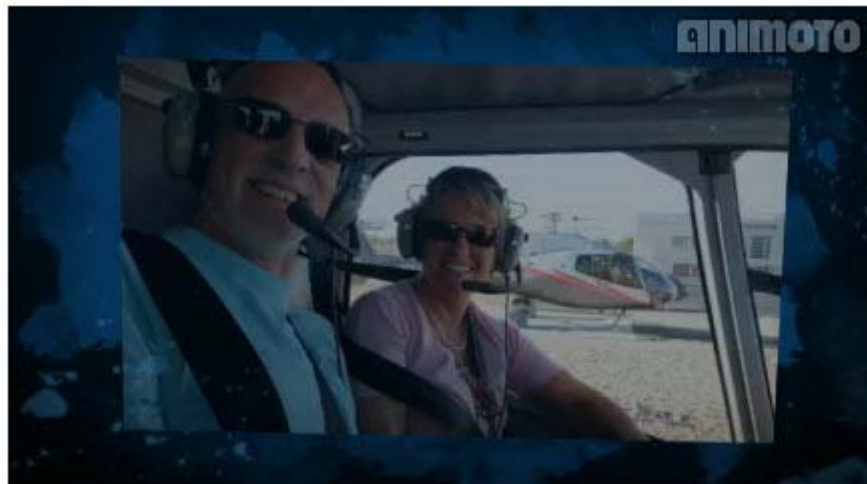
We use **Animoto.com** because you can also add a music theme to your photos and it really looks nice on your website. They have some great examples on their site for you to get the idea.

Animoto.com <http://animoto.com>

You just upload your photos and get a link or embed code which you will copy and paste into your “About Me” page on your website.

Not got a website yet? No problem - it's easy to set one up and you will be up and running in minutes. You can also upload that video to YouTube and share your YouTube video.

Here is what it looks like on the page



[See It Here](#)

Personal Story

Opening Statement / Welcome

Your opening statement should be a simple introduction to **you**.

The reason you do this is because instantly your readers know you.

Above all be honest and open, authentic and trustworthy and above all be yourself.

It might go something like this *“A very warm welcome to my personal website”*

Next you want an **“IF”** statement. This is something like *“If you are anything like me ‘you love internet marketing and making money’. I’ll explain how I combined the two but first of all let me tell you a little about myself”*

Another way of doing this would be to tell people the **“REASON WHY”** you started your business. This works well for most people and is our preference.

Here is what one might look like

“The reason why I started this business was because I wanted to work from home and have control over my future. I was fed up with my 9-5 job I created this site because I wanted to meet and network with other entrepreneurs in the same situation as you and help and inspire them to discover a better alternative just like I did”.

Your Background

This is where you start the **“My Story”** Marketing

The best way to approach this is think how you would answer the question *“tell me a little bit about yourself”* at a party or a networking meeting etc

All you have to do is write down what you would say back!

Here are some tips to help you out.

- Where are you from?
- What are your previous jobs?
- What are some of your hobbies?

- Your family, children etc
- Do you like any sports/activities (skiing, golf, sports car racing)?
- Favourite causes/charities etc

The main objective with sharing your background here is to create a **“CONNECTION”** with your reader and to establish a **“COMMONALITY”** so that your readers say in their mind *“I know exactly what you’re talking about”* or *“I can totally relate to what you are saying because you’re just like me!”*. As soon as your reader says that in their head while reading your story you’ve accomplished your objective.

Stories are a great marketing device. They let readers relate to you and your business on a story level first – and then see that your products and services are a good match for their needs.

With a story you are able to illustrate to your reader **why they should buy** instead of telling them.

Everyone likes talking about themselves so this is your chance to do it. People will love you for it.

Problem & Solution

Here is where you establish a problem and lead into the solution.

There are a number of ways to do this.

One way might be to talk about a problem that your product solved. It might go something like this *“I was looking to learn internet marketing*

but didn't have time to go on a course so I found an online coaching and training product which meant I could learn in my own time"

Another way might be to establish a financial problem that your business or opportunity can solve. It might sound like this *"in my job I was pretty much working as many hours as I could and there was very little chance to earn any more money doing this. Having discovered I recognized that here was an opportunity for me to change that"*

Another way would be to share a low point in your life that you have overcome. Stories of "triumph" are always inspiring and it could be any aspect of your life – not necessarily financial!

You will want to spend some time on this part but remember that you can always go back and change it at a later date. You might be a newbie now but soon you will have a new chapter to add!

You can also share the successes of others in the industry that you work with – leverage off of their success.

For these to be credible and honest then you **MUST** tell a **PERSONAL** story and speak from experience. Readers will recognize that you are speaking from the heart and if they are a true prospect for your business they will be able to relate to what you are saying. Fortunately, if they cannot relate then they are not true prospects and you will not have to worry about them wasting your time!

Above all **DO NOT LIE** about it!!!!

Even if you have not yet made money from your business you can talk about your excitement and how you now look at things differently – that you have found there really is an alternative way of making a living.

Again, it's important to really share your personal story when talking about the solution. Whether that is that the solution has opened up your eyes to possibility or you're already making money from it. Just share it.

Call to Action

Here is where you guide your reader to take action.

- What do you want them to do?
- Where do you want them to go?

If you want them to contact you then leave your contact details or redirect them to your “contact me” page.

If you want them to subscribe to your list send them to where they can do it.

Headlines are very important and you need to break up your story into 'bite sized' paragraphs to retain interest and make it easy to read. Make sure to add photographs and video whenever you can.

*** Your story will evolve over time so make sure that you re-visit it regularly and change the content and continue to build a great "**About Me**" page – a "**Living**" Story

~ The End ~

YOUR CHEAT SHEET

Choose 8-10 photos

Open an **Animoto account** <http://animoto.com>

Create a slide show

Opening Statement / Welcome

Background

Problem

Solution

Call to Action

- **Phone Number**
- **Skype Address**
- **Social Media (Facebook/Twitter /YouTube)**

Other Resources For Creating Videos

[Video Maker FX](#)

[Easy Sketch Pro](#)