

Storytelling for Personal Brand

You don't know what exactly to say about
your services?

Underestimating your own stories

Many people underestimate the wealth of
stories they have. But it is these stories
from practice that can convey emotions to
the client and the feeling that you can really
help them solve the problem.

Why do some people easily share
everything, while others struggle to
squeeze out even a couple of lines?

Customers don't just buy a product or
service - they buy emotions and values
behind them.



Can you name your values?

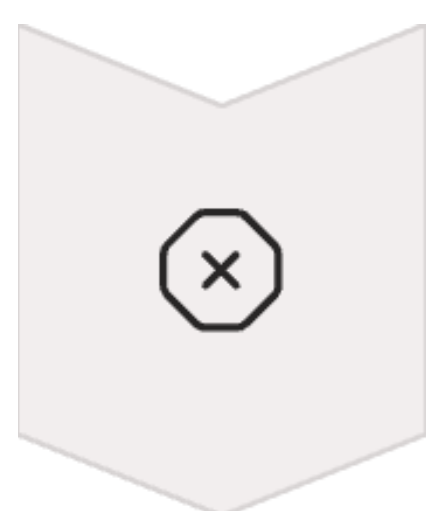




Values and personal brand

The values that reflect your brand are the most important component of a personal brand. They are your self-identification, your base. But often these things remain abstract and theoretical. Knowing your values is important, but it is even more important to fill them with emotions and personal content.

Add living meaning to your values. Personal brand is, first of all, personal. This is your experience, your stories where you have corrected, cured, strengthened, improved something. These are stories not only of your clients' growth, but also stories of your personal growth as a professional - the hero's path that you have taken. This personal is the point of intersection of your interests with the client. He has a problem, and you have taken the path of how to learn to solve it. Therefore, you are an expert. But you have something in common - your clients' problem.



Client's problem

The client identifies with the hero of your story



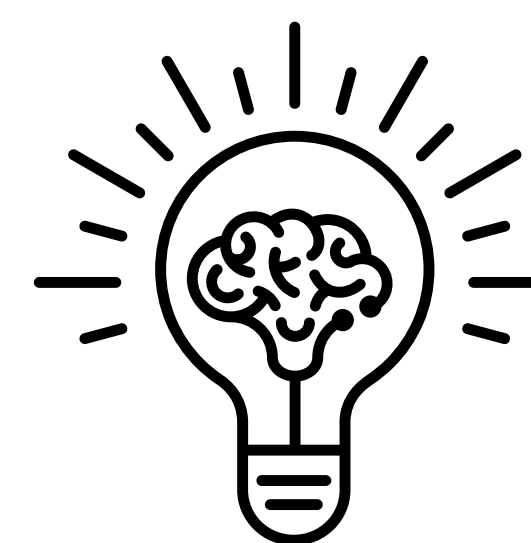
Your expertise

You are a hero who can give the client a happy ending.



Point of intersection

The overall goal is to solve the client's problem



The client and his problem

We all strive to relate what we hear to our own experience. There is a client who identifies with the hero of your story. Therefore, it is important to present not only the service, but also the problem you are solving.

Sometimes the client does not realize the depth of his problem. For example, he does not understand that if you do not monitor the oil level and do not change it on time, the engine will fail. And you, as a specialist, know this. You are a hero who can give your client a happy ending.

Expertise and living stories

On the other hand, there is you and your expertise, which is made up of many factors. There is a joke about one old master.

A captain urgently needed to repair his ship to leave the port on time. But no one dared to take on the job: diagnostics were required, tools had to be ordered - all of this took time. Finally, they found an old master. He came to the ship, looked here, looked there and asked for just one big hammer. When they brought it to him, he hit it in one single place - and repaired the ship. When the captain heard the price for the work, he was surprised: - "But you just hit it once!" - "Yes," the master answered, "but you had to know where to hit it."

Expertise is not only made up of titles and positions. True expertise is made up of experience and living stories.

Ten years of experience is good, but it is the dry language of numbers. And behind them there are dozens of cases. You have bumped your head, learned, and become better. Do you remember the first time you fixed a car yourself? And the fifth time - when you forgot to fasten some suspension belt? And what happened next, after which you never forget to fasten that belt that seems to be dangling idle? And what was your hundredth time? Did it turn out that now you can fix this car with one kick?

This is all a path of growth and a collection of your values. Living content. That is why, for example, order in your work is not just a word, but a real value.





Authenticity and value of live communication

You too are on a journey of growth and development. You and the client have a common goal - to help them solve a problem. And this collection of lived experience is the real basis of storytelling.

Yes, ChatGPT can tell you about storytelling and personal branding. But first of all, it can't convey your path. It won't make your brand authentic. It can't tell the story of that wild night when you raced into the desert at 11 p.m., chasing the perfect dawn light for a shoot—heart pounding, headlights cutting through the dark—and how everything unraveled when the car gave out in the middle of nowhere, silence stretching for miles, and not a soul in sight.

The more AI tells us, shows bonuses and benefits, the more valuable the skill of live storytelling and real human communication will be. Even speech errors and imperfections will become more valuable than the sterile and "hospital" language of artificial systems.

A word spoken from the heart will reach the heart.

Two important elements of storytelling



The customer problem you are solving



Your path to this point is filled with stories

When you tell your story - you connect to others.
When you share, it helps to reduce the distance with others.
And it helps to understand yourself better.

While you write or speak, you formulate thoughts, see them on paper, and experience emotions more deeply.

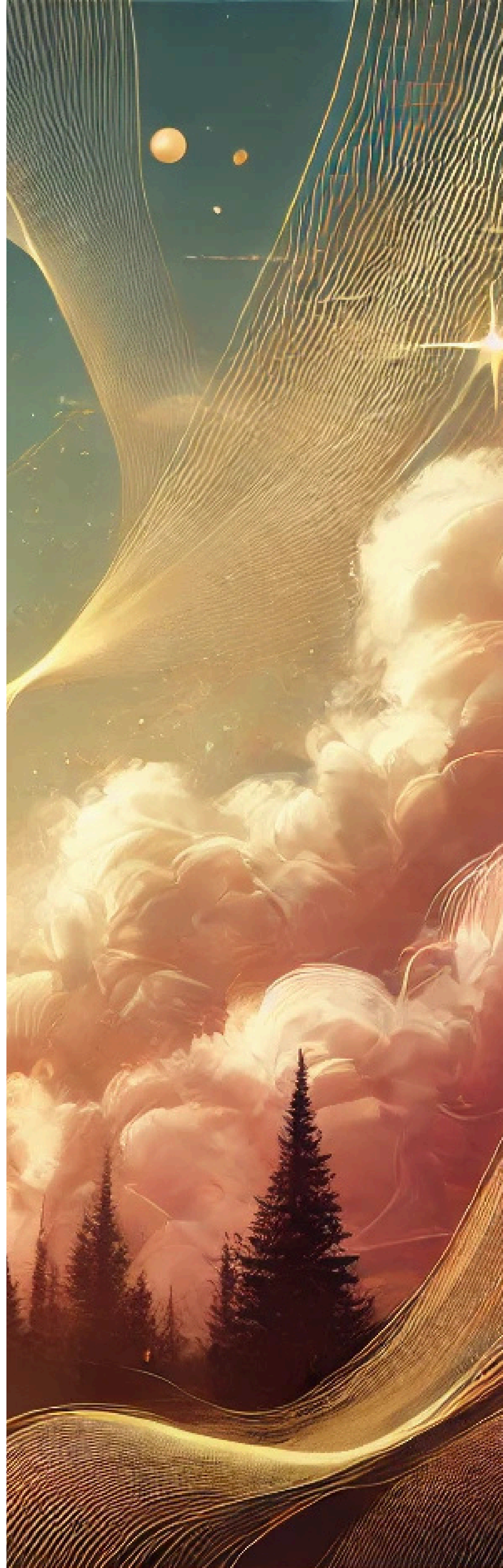
"When you share, your sorrow is halved and your joy is twice as big."

What to do if you want to build a personal brand?

First of all, understand what exactly you are deciding for the client. This is not just a service. This is a story in which you are the hero, helping the client come to a decision.

This is your personal path of growth as a specialist. This is what you learn, what you go through every day.

Secondly, many are shy to talk about themselves and actively promote themselves. This is connected both with the Protestant heritage, where modesty was encouraged, and with the post-Soviet space, where it was not accepted to "stick your neck out".



Share your knowledge

Look at it differently:

When you don't share, you deprive people of what you've already learned.

It's almost like burning books and prohibiting access to knowledge.

There is no shame in being different.

Your contribution can really help someone.

If you want to play a game where you can fish out a bunch of interesting stories, create a personal brand, and write a hero's story, check our workshops on www.transformationstorytelling.nl

We use storytelling methods. Instead of dry facts, we use a living story that will inspire your clients and partners.

After the workshop you will receive:

- How to overcome creative block and start telling sincere, authentic stories from your own perspective.
- Your Archetype and Your Hero's Journey Story
- Actually practical simple tools, how to easily pull out living stories from yourself.

You'll learn what topics to address so you don't get lost: what to blog about, how to speak confidently without feeling like an impostor, and how to learn to share naturally.

www.transformationstorytelling.nl

