

What's Your Story?

**Understand Your
Audience, Make a
Stance, and Tell People
What You Do**

Do you get uncomfortable telling your story? Are you afraid to share your low moments? Do you fear vulnerability?

That's okay. In fact, it's normal! The funny thing is, the more you open up about 'Your Story', the more people you will attract into your community as PAID clients/customers.

In this worksheet, you will learn how to create 'YOUR OWN STORY'. Once completed, you will begin to feel more freedom, build an instant connection with your audience, and get clarity on why you were put here on earth!

LET'S GET STARTED!

UNDERSTANDING YOUR AUDIENCE

Before we get to the fill-the-the-blank formula of 'YOUR STORY', we need to start by better understanding your audience. We need to get clarity on what their needs, problems, and desires are first.

So in the next couple of pages, answer each question completely with the fields provided. Make sure to think about each answer thoughtfully and honestly. Let's begin!

1. Who is your audience and what do they want from you?

2. What community are they apart of?

3. What is the general opinion coming from your market/community?

4. What's the communities Language? What are they use to hearing day in and day out?

5. What is their attitude about your Subject? (PRO TIP: This is where you evaluate your solution to a problem in your niche)

6. What do they know? What is their current knowledge of the subject and topic? Are they a beginner, intermediate, or advanced in that topic?

7. What do they fear?

8. What are they suspicious of? What is coming out of the market?

9. What encourages them? Things like money, business growth, reputation.

10. What do they love? Is it metrics/star status? Also, think about what makes them look good?

11. What do they want? Do they want to not look foolish? To be the hero? To have made the right decision?

WHAT IS YOUR STORY?

Now that you have a better understanding of your audience and have clarity on their needs, problems, and desires, you are ready to complete the fill-the-the-blank formula of 'YOUR STORY' below.

This will help you to draw your line in the sand and shout from the roof tops why you were put on this earth!

This formula is made to simplify what your story is in one, detailed sentence. Don't overthink it and give it try now!

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My name is ***and I do what I do because of***

ABOUT CASEY ZEMAN

My name is Casey Zeman I help online entrepreneurs build successful businesses with webinars.

I LOVE the power of webinars, video, live streaming and automation for building an engaged and relationship built business. That's why I created and founded **EasyWebinar**, A Powerful Webinar Tool For Online Businesses.

Are you thinking about leveraging webinars to book clients on autopilot, automating your business, or growing your business? If so get my FREE training **HERE**.

