



Developing your story –

Early days? What is your “log cabin” story? Where did you begin your business?

Why does your brand exist?

What does it offer that is different or solves a problem?

Authentic. How do you make it yours?

Tell a brief client story.

What were your “bumps” in the road?

What defines you? The 5 Ws (Who, What, Why, Where, When)

What are the best “channels” to tell your story.

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