

TASK TWO

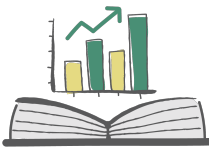
There are two parts to today's task ...

First you're going to choose a story to work on (and share) this week, and then you're going to craft your story opener. But, before we do that, let's take a quick look at the 3 types of stories you have in your business ...



Your personal story

Your unique journey with all its ups and downs. Your experiences, setbacks, lessons and unique perspective. How you've grown and evolved as a person.



Your business story

Why you started your business, what it stands for, what problem it exists to solve, what difference it makes and where it's going.



Your customer story

Who they are, what their story is, what's going on for them right now, where they're trying to get to and where you fit into their story.



Task Two: Part One

So, part one of your task today is to think about your unique journey and look for 1 or 2 significant moments along the way.

Moments where you had to step up, overcome a challenge or make a tough decision. Moments when you had to grow as a person to change your situation, mindset or life.

5-DAY CHALLENGE - TASK TWO

It could be from your personal story or business story - don't overthink that - it's just easier to start unpacking your stories by thinking of defining moments along the way.

One of my defining moment stories is realising my business wasn't a business - in 2015 - and that I had to do something different ... and fast!

Write just a brief sentence or two about a couple of defining moment stories you would be happy to share. Then choose ONE to work on this week.

My defining moment stories:

The ONE I will work on this week is:

Now you've chosen your story, you're going to write your opening line ...



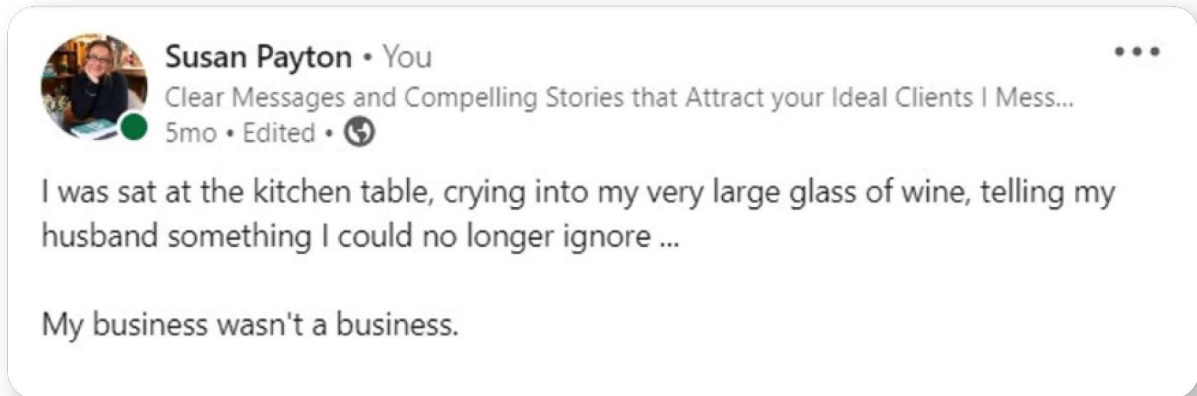
Task Two: Part Two

We want our story to grab attention, and the best way to do that is to dive right into the specific moment that you've chosen.

It's called cutting to the chase. Think about where a James Bond film starts - right in the middle of the action, right?



Here's an example of how I dived straight into the moment in one of my stories - when I admitted to my husband that my business wasn't working ...



Your turn. Craft an opening line that takes people right into the story.

The opening line for my defining moment story is:

Now What?

Please follow these instructions carefully ...

GO INTO THE FACEBOOK GROUP AND UNDER THE DAY TWO TASK VIDEO PLEASE COMMENT WITH:



The opening line of your defining moment story



Bonus Task

This bonus task is completely optional. It is for you to post on your own social media. Please do NOT post it in the challenge group.

Who has been a role model in your life?

Role models can be parents, a teacher, a mentor, a friend, someone who appeared in your life for just a moment or someone you never even met.

- ★ How did they inspire you?
- ★ If you've got an image to accompany it, great, but you don't have to.
- ★ Tag me in, and use hashtag **#thebusinessofstorieschallenge**

