

Module Four:

Pitching Your Value

Worksheet:
❖ Writing Your Story

Writing Your Story

You have arrived where you are today based on a sequence of events and decisions that have shaped your life and created your passion. This is your story and inside of it is a wealth of experience, insights and knowledge that we need to bring to the forefront and share with your audience.

Along with drawing out why we do what we do, we need to identify the milestones that have been pivotal in our journey, and then identify what about them our prospect needs to know.

For this exercise you're going to need to put aside between 30-60 mins and open a fresh new document on your computer. Due to the evaluative nature of this task pen and paper is not recommended.

On a blank new document write:

- **“My journey began when.....”** and write the first thing that comes to you. You'll likely revise this starting point several times as you work through, so don't worry too much about what you write at this point.
- **“And then...” [this happened]** and write what happened next
- **“And [I knew/I felt/I could see/ I could hear]”** as need, add the following sentence to describe the revelation that lead to you evolving
- **“And then...”** [this happened] continue adding until you reach the present day, interchanging with the [I knew/I fel/ etc].

Take the time to really investigate your journey and delve deep as in doing so you may identify key pivots or synchronicities you haven't seen before.

Next, with your current goal in mind, use the 'Highlight' function in your document and colour the items that:

- Related to what you do now (Yellow)
- Reasons you made the choices you did (Pink)
- Skills that demonstrate you understanding and ability (Purple?)

Save this work for the next worksheet.

Note: Really take the time with this so you don't miss opportunities to really pitch your value. When I started my business, it took me a year to I realised running the 'Rock Your Profile Stand' at LinkedIn's Talent Connect Conference was a major part of my credentials! It should have been so obvious and I missed it!