



LUMOS MARKETING

Your brand story contains the inspirational pieces that can help you connect deeply with new friends as they join you to make your vision a reality, **together**.

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What is a **myth** that the general public may have about your issue?

What is the actual **fact** that busts that myth?

Now let's get into a story that showcases that fact in action ...

What was life like for you/the person served/a loved one when you/they first encountered this issue? Describe it in full.

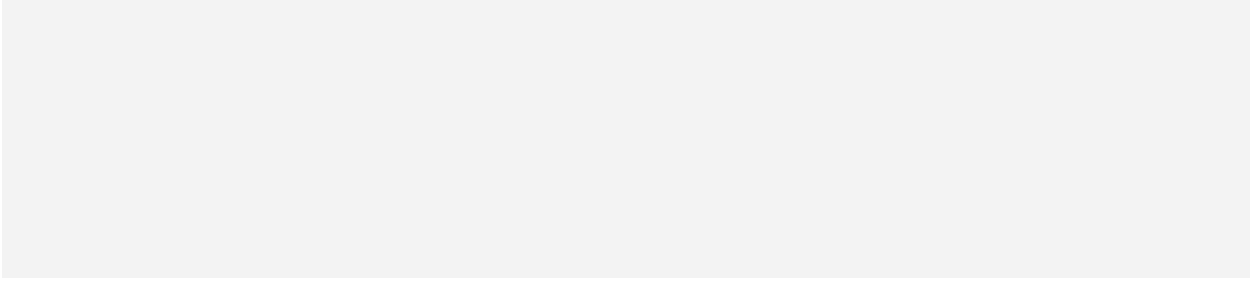
- What did your/their days look like?
- Who did you/they interact with? Who was part of your/their life?

- What emotions did you/they feel?
- What messages did you/they receive about this experience?

What was the defining moment in your/their life when you realized something had to change?

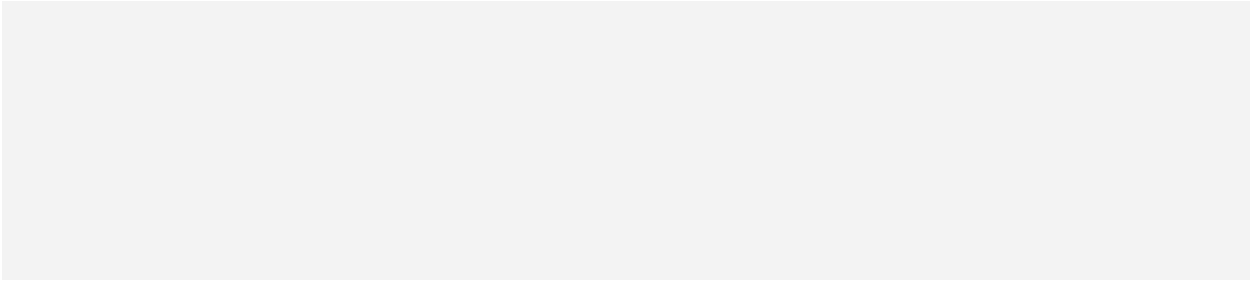
How did you/they change the situation? What struggles did you face when you/they tried to change the situation? What outcomes did you/they experience?

What is life like now? How do you/they guide others towards a solution?



What else needs to happen to bring your story from the “now” to your “vision”? What is the “need” or a specific call to action you can include at the end of this story?

Doesn't have to be a monetary need - especially for first time listeners - could be a volunteer need, in-kind need, ask to be an ambassador ...



### **Questions?**

[Reach out to me via LinkedIn.](#)

### **Want more?**

Here's [14 storytelling prompts](#) for your next thought leadership posts on LinkedIn.