



Week 1: Authentic Storytelling!

This week's theme is ALL about authentic storytelling and using storytelling to make connections with your tribe + build the know like trust factor with them.

I had the honor of chatting with the fabulous Marie Parks who is a Messaging & Storytelling Expert and we talked ALL about storytelling.

Some of the main things we covered...

- ★ Why storytelling is essential to growing your biz.
- ★ How to tell stories in a way that allows you to be vulnerable and still be seen as an expert.
- ★ When to tell and when NOT to tell stories.
- ★ Marie's biggest fears & struggles around getting vulnerable and how she overcame them.
- ★ What chocolate and love stories have to do with MASSIVE success.
- ★ Plus more.

>>> You can watch this week's interview [here](#) <<<

A few things to keep in mind before we dive into the daily storytelling prompts:

1. Your intention for the 30 day journey.
2. Who your ideal client/ audience is (imagine you are speaking to them when writing the post & sharing your stories).
3. When writing the post you want to be vulnerable, real, and authentic and you want to still show up as the expert.
4. Save your content in a Google Doc or in Trello so you can repurpose it.

Ready to dive in?



Day 1: Intro + Intentions

Tell us who you are, where you are from, what your biz is.... And tell us what your intention is for this 30 day journey. Why did you sign up? What do you desire to gain during the 30 days.

P.S. I am all about inner intentions like - "I desire to feel more confident" and I am also a big believer in tangible intentions like "I desire to receive 3 new 6 month clients". Don't hold back!

Who are you:

What is your business:

Your intention for the 30 days of Real Magic journey:



Day 2: Peak Experiences

One thing Marie & I chatted about in our interview is using Peak & Valley Experiences to find your story arch so that you can make connections with your tribe.

Today, I want to invite you to specifically explore YOUR PEAKS. You might make a list of 3-5 peak experiences that you have had (*remember you want this to relate to your ideal clients or work*).

There are a few different types of peak experiences.

- ★ It can be a time, feeling, or experience you arrived to that PULLED you more towards the work you are doing now.
- ★ It might be a time, feeling, or experience you arrived to that you desire to bring your clients towards.

Often these two can merge together.

Today, I want you to share a story about a PEAK experience you had that either --> led you to the work you do today OR lit a fire for the work you desire to bring your clients towards.

****Remember** to showcase your passion and excitement for this + tie it into how you support your clients today.

List your 3-5 peak experiences:



Day 3: Valley Experiences

Today, we are diving in a little deeper and looking at VALLEY experiences.

Valley experiences can feel dark at time (but they are TRULY the light). These are the times when you felt lost, stuck, in pain, or maybe you were struggling with something.

These experiences are often the experiences that led you to your GIFTS. To your MAGIC. To your PASSION. To the desire to help & support others in a certain way.

Today, I invite you to share a valley story with us and tie it into your work.

Here are a few examples:

- ★ How did the valley lead you to your gifts?
- ★ How did this mold your passion for the work you do with your clients?
- ★ How do you help clients who might be struggling with the valley you described?
- ★ Any tips, words of wisdom, or inspiration you can give someone who is currently in that valley.

Describe your valley experience:



Day 4: Find Your Flow & Make Your Own Rules!

Today, I am inviting you all to find your own flow. Make your own RULES. And then share a STORY about that. When you give yourself permission to honor yourself, you also give others permission to honor themselves.

Examples for you:

>>*If you are feeling pressured, behind, or uninspired...*

Use today to take some space for yourself and then maybe share a post about how things end up or how you decide to spend your time.... Invite your reader to create space for themselves.

>>*If you're feeling tired, frustrated, or tender...*

Ask your tender places what they need and give yourself permission to give them what they need and then share a post around it that can inspire your tribe to give themselves what they need.

>>*If you are in a celebration mode...*

Share a celebration with us and invite your tribe to celebrate their success.

Today, allow your current energy & state to guide you and share your own story. I trust the energy & I trust YOU!

Describe how you honored yourself.



Day 5: Transformation Stories

Today, I want you to take a moment and really feel into who your dream client is. This might be the current clients you are working with or it might be a client you are desiring to evolve your programs to serve.

Let the energy of this connection settle into your heart space.

And then, I want you to think of a transformation story. This can be a personal story, client story, client testimony, case study, etc) that describes the transformation you are desire to bring your clients through (think valley's and peaks).

Describe your dream client.

Describe your transformation story.
