



“What Kind Am I?” Guide

What kind of stories do you find interesting, compelling, endlessly fascinating?

What kind of stories do you find heroic, noble, moving, inspiring (& why)?

What kind of stories do you want to be a part of (& why)?

What parts of the story do you want to tell?



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What within those stories do you most want us to ‘get’?

What part of the human story are you here to champion?

What does that tell you about ‘The Stand’ you mean to take in your business?

Where in the story spectrum do you fall?

- Beginning
- Middle
- End
- Mashup?*

**I tend to tell the early to mid-ling part of the purposepreneurial story for those in the empowering throes of an often scary fresh start*



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What’s the pace ‘n’ rhythm of those stories?

- Fast
- Slow
- Somewhere in the middle

How can you infuse your marketing & communication with (more of?) that stand & sensibilities?

If that stumps you a bit, look to your purposepreneurial heroes for clues – how are they ‘standing’ & ‘championing’ & ‘infusing’ in ways that ring your ding-a-ling?

****If that last question has your authenticity hackles up, breathe. This isn’t about copying or being false, but recognizing in what attracts you the clues to what or how you’re likely meant to be a messenger... your way.*



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What can you now begin to see about your authentic messenger-marketing style?

What Kind of Messenger are you?
