

# **LIBERTY** **SPENDERS** ★ ★ ★ ★ ★

## **WORKSHEET** CRAFTING YOUR PASSIONATE STORY



## **CRAFTING YOUR PASSIONATE STORY USING THE CONVICTION STORY FRAMEWORK™**

### ★ CRAFTING YOUR ORIGIN STORY ★

Your **ORIGIN STORY** is the narrative that explains **how and why** you began your journey.

Establishes the authenticity of your brand.  
Connects the audience to your roots.

#### **Writing Prompts:**

- *When or why did you start your business and what challenges were you facing at the time?*
- *Was there something that made you decide to quit your job and go for it, despite the risk?*
- *What did you give up or what did you overcome along the way?*
- *What moments and feelings helped shaped your path?*

**EXAMPLE:** *Anton Krecic and his wife launched Seven Weeks Coffee just two weeks after being married. He was overwhelmed by the need to support crisis pregnancy centers and decided his coffee company would support them with 10% of his revenue. His wife came up with the name because, at seven weeks, a baby is the size of a coffee bean.*

## CONVICTION STORY FRAMEWORK™ ★ CRAFTING YOUR MOVITVATION STORY ★

Your **MOTIVATION STORY** is what compelled you to **take action and pursue your goals**.

Reflects your brand or product's core values.  
Gives purpose to your actions.  
Engages the audience emotionally.

### Writing Prompts:

- *What drags you out of bed every morning to work tirelessly toward achieving your goal?*
- *Are you solving a problem? What made you want to launch this product or business?*
- *What clients are you trying to reach?*

**EXAMPLE:** *Billy Graham famously said he believed the next move of God would be believers making a difference in the marketplace... Seven Weeks Coffee was started to reverse [the trend of organizations putting profit before people] and to live out Graham's calling as a believer in the marketplace.*

## **CONVICTION STORY FRAMEWORK™**

### ★ CRAFTING YOUR IMPACT STORY ★

Your **IMPACT STORY** provides a **meaningful purpose** that resonates with your audience.

**Inspires people to connect with and support your brand.**  
**Provides meaning to your brand's motivation.**

#### **Writing Prompts:**

- *What cause does your business support and why is that cause important to you?*
- *What does success look like - what kind of impact are you looking to make with your brand?*
- **Helpful Hint:** *It could be a % of sales donated to a cause, rewarding leaders on an issue that matters, making a statement that the issue/cause really matters, or maybe something else?*

**EXAMPLE:** *In Anton's story, he clearly states the cause that Seven Weeks Coffee supports: "Donate 10% of every sale to pregnancy care centers across the nation." As of this writing, he's donated over \$500,000 to more than 850 of these pregnancy care centers - all of which support the case of Life.*

## **CONVICTION STORY FRAMEWORK™**

### ★ **CRAFTING YOUR VALUE PROPOSITION** ★

Your **VALUE PROPOSITION** articulates the **unique benefits and value** that your brand provides..

**Distinguishes your brand from competitors.**  
**Communicates your brand's unique benefits.**  
**Highlights how your brand provides value.**

#### **Writing Prompts:**

- *What features set your brand apart from the crowd? What do you do that no one else does?*
- *Do you offer a unique product, solve a problem in a unique way, or provide value through high quality or added value components?*
- **Helpful Hint:** *Try to avoid commonly used phrases like “great customer service”; instead, tell us about the customer service processes that help your brand stand out.*

**EXAMPLE:** *We believe you deserve better coffee. The coffee industry is broken. Large distributors sell cheap coffee laden with mold and chemicals, while the farmers who grow it are often paid mere pennies. At Seven Weeks Coffee, we believe in a better way. By sourcing our coffee directly from farmers, we bring the world's finest specialty coffee straight to your door. Through our sourcing partners, we oversee every step of the process—from planting and harvesting to processing and shipping—ensuring complete transparency and quality. We personally know the farmers who cultivate the coffee you'll drink, and through these Direct Trade partnerships, we are revolutionizing the coffee industry. We provide Americans with exceptional coffee and support farmers directly, paying them 300% more than what fair trade requires.*

**MY BRAND'S PASSIONATE STORY  
USING THE CONVICTION STORY FRAMEWORK™**

★ MY BRAND'S ORIGIN STORY

★ MY BRAND'S MOTIVATION STORY

★ MY BRAND'S IMPACT STORY

★ MY BRAND'S VALUE PROPOSITION