

LIBERTY
SPENDERS™ ★ ★ ★ ★ ★

WORKSHEET

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**

**This story establishes the authenticity of your brand
and connects the audiences to your roots.**

Writing Prompts:

- *When and why did you start your business?*
- *Were there personal or professional challenges you were facing at the time?*
- *Did something motivate you to quit a job or shut down a different business, despite the risk?*
- *Were there things you gave up or challenges you overcame along the way?*
- *What moments or feelings influenced your decision to follow this path?*

EXAMPLE: *Anton Krecic and his wife launched Seven Weeks Coffee just two weeks after their wedding. He felt an overwhelming need to support pregnancy care centers, and decided to start a coffee company that would help them financially with 10% of its revenue. His wife came up with the name – at seven weeks, a baby in the womb is the size of a coffee bean.*

★ CRAFTING YOUR MOTIVATION STORY ★

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

This story reflects your brand or product's core values, gives purpose to your actions, and engages the audience emotionally.

Writing Prompts:

- What made you want to launch your product or business?
- What motivates you to work towards your goals each morning?
- Are you solving a problem or serving a greater need?
- What type of clients or customers do you aim to reach?

EXAMPLE: *The Reverend Billy Graham famously said that he believed the next move of God would be believers making a difference in the marketplace. Anton and his wife started Seven Weeks Coffee to help counter the prevailing trend of businesses putting profit before people, by answering Reverend Graham's call to run their business as believers and make a positive impact that serves God's will.*

★ CRAFTING YOUR IMPACT STORY ★

Your **IMPACT STORY** details a **meaningful purpose** that resonates with like-minded individuals.

This story provides meaning to your brand's motivation and inspires the audience to support it.

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 involve donating a portion of sales to a cause, supporting leaders on an issue that matters to you, building greater public awareness on an issue, or taking other meaningful actions.*

EXAMPLE: *In Anton's story, he clearly identifies the cause that Seven Weeks Coffee proudly supports: "Donate 10% of every sale to pregnancy care centers across the nation." As of this writing, the company has donated more than \$500,000 to 850+ pregnancy care centers – all of which support the cause of life.*

★ CRAFTING YOUR VALUE PROPOSITION ★

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

This summary statement distinguishes your brand from your competitors, details your brand's unique benefits, and highlights how your brand makes a meaningful impact.

Writing Prompts:

- *What sets 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**