

**DAY ONE**

*Your*  
**STORY**

# Day One **YOUR STORY**

*Now that you know some info about your avatar, you're going to dig a little deeper to have that information help you write a great story:*

What do you do? Who do you do it for?

What is [avatar name] 's biggest frustration about your industry?

How do you solve their problem? What is the VALUE that you uphold that sets you apart from the rest?

What inspired you to do what you do?

Where are you from?

Who have you worked with?

What are some notable accomplishments of yours?

What is the paid thing you'd like to push?

What is a free thing you offer?

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## About Page Formula:

This is [what I do] and who I do it for.

Why? Because [avatar's biggest frustration...we were frustrated too!]

That's why I [solved your problem with this thing I made!]

Growing up in [where you're from] I came from humble beginnings [describe], and am no stranger to [the problem]. Now working with people like [the people you've worked with] and awards like [your accomplishments] to prove this is the real deal, I am honored to help YOU too!

Please let me know what you think of [the paid thing you'd like to push], and please share your photos of it with me! It really makes me smile to see [our thing] in the real world, and not just at my mom's house!

We love sharing for free. Sign up below for [free thing you offer]

*Now that you're done, you need to think about your Avatar again. Pretend you're sitting down for coffee with her, and edit your copy as if she's in front of you.*

*When you're done, go back to the "Get Sketchy" assignment. Now that you've developed a "voice" to your site, tailored to your avatar, are there any areas you should pencil into your site that she would like? Remember, you're leading them through an experience.*