



HOW TO WRITE YOUR

WONDER *woman*

JOURNEY...





hello!

**WELCOME TO MY FREE GUIDE ALL ABOUT HOW
TO WRITE YOUR WONDER WOMAN JOURNEY.
AND IF YOU'RE WONDERING WHY I CALLED IT
THAT, IT'S BECAUSE IF YOU'RE READING THIS,
YOU ARE A SUPERWOMAN.**

No, seriously, you are. And your personality, your energy, your talent and everything that makes you who you are is your Superpower.

That's what makes everyone fall in love with you. That's what makes you stand out as the go-to expert, and that's what will get you where you wanna' be. But, and this is a huge but, if you want to do ALLLLLLL of that, you need to tell your story.

Your ideal client needs to know your journey, what brought you here, and what sets your soul on fire. Your client needs to know who you are.

So where do you start? Well, that's what this guide is all about. And the first thing to know and understand is that you don't have to tell all of your story. What you have to do is find the nuggets, and the moments that will resonate best with the people you're talking to. And let me tell you, there are moments in there that will do that, because we all have a story.



THIS *if me...*



MY STORY IS
CRUCIAL TO HOW
I BUILD LASTING
CONNECTING
WITH MY IDEAL
CLIENTS, BUT
I'VE NOT ALWAYS
TOLD THE WHOLE
STORY...

What I do is pick out the key nuggets, depending on where I'm talking about it, and who's listening.

So at first, when I launched my wedding stationery business Betty Lou Design I spoke a lot about my Gran. The company was named after her as before she passed away she told me that I was so much more than what I was doing. Those words had on a MASSIVE impact on me. They still do. So, after being made redundant 4 times as a 9-5 gal, I started my first business. I was by no means perfect, but after learning A LOT, within a few months I was able to leave my 9-5. And I've never looked back.

And that was all I spoke about at the time. Those few last words from Betty and how she was my rock for most of my life. And my clients resonated with the message. Think how many times I got called Betty. And then I could tell them of this lovely story of my Grandma.

Then, when I launched my brand business I told a different element of my story. This is when I spoke more about my childhood, growing up with my violent, alcoholic father and the adversity I overcame. How Betty truly inspired and supported me every single day. How I found it difficult to use my voice because I'd been conditioned that using my voice got me in some serious trouble. But I talk about how I found my voice on my business journey. About how I found my own path. And how I use everything that has happened to me to make me, not break me. But not just that, I speak about the way it made me want to help people, to be there for people and support people. And most importantly, how it created a drive inside me to be the best version of myself than I can and that still impacts me every day now. It's what makes me go above and beyond for each of my clients. It's what allows me to speak to them in my own unique way. Helping them to tell their stories so they too can help others. It's in my nature to do that and the buzz I get when I help others reach their goals is like no other.

My entire angle with this is the fact that if I can do it, anyone can. And also to realise that every step of your life is a story. What you are doing right now is a story. Every, single, day.

**BUT NOW IT'S YOUR TURN.
AND WE NEED TO MAKE ALL
OF THIS HAPPEN FOR YOU...**





YOUR NO HOLDS *barred story*

Once we know, and understand that we have a story (trust me you do), we need to start getting out there and putting it all down on paper.

**ALL OF IT. FROM START TO FINISH. FROM
THEN, TO NOW.**

Because it's only when we have it all in front of us that we can identify the parts of our story that our audience will be able to identify with it. The parts that they need to hear, even if they don't know it yet themselves.

So where do you even start? I want you to journal around it. Put it all down on paper, or on your computer. And here's my top tips:

#1 - Just go for it. No holds barred. Nothing off limits, you never know what might be relevant.

#2 - No editing. It doesn't matter how long it is, because we're only going to use certain parts of it as our journey evolves.

#3 - Start from the very beginning. When was the first time you can remember using the skills you use now.



Then, when you have it all written out, I want you to take a highlighter and use that information to go through your story to pick out those key nuggets.

SO HOW DO YOU IDENTIFY A NUGGET?

Go go back to your ideal client. Look at who they are. Look at their pain points. Look at what they need. And ask yourself some questions as you go through everything you're written.

Have you been where your clients are now?

Did you overcome the same adversity that they face?

Did you transform your life?

Are you doing this for your kids or your family?

What was the turning point that made you just go for it and launch this business?

--Then, when you have those nuggets we need to find a way to turn them into a story. And not just a rambling story, a story that speaks directly to your ideal client and builds connections with them...




THE SUPERHERO *framework*

So now we have the nuggets and the moments, we need to turn them into a story. So where do we start?

Every superhero has an origin story. Think about it. Wonder Woman, Superman, Captain America, YOU. They start off their lives, and then something happens. They're ordinary people and they experience something or see something that impacts their lives. And they have a lightbulb moment. It changes them and spurs them on to create change in the world. And then they experience mini adventures along the way.

SO WHAT I'VE DECIDED TO DO IS BREAK THIS DOWN INTO AN EASY TO USE, 3 STEP FRAMEWORK THAT WILL HELP YOU TELL YOUR WONDER WOMAN JOURNEY...



ONE YOUR RISE

This is the nugget you've picked. What you were doing before this? When did you first use the skills you use now? Maybe something happened in your childhood, or in your 9-5, what was your spark? What impacted your life?



TWO YOUR MISSION

You can't just tell your story for the sake of it. So why does it matter? What is the benefit to your client? Why is it relevant and what makes it relatable?





THREE YOUR PURPOSE


The transformation that your story can offer. This is how it inspires, or motivates or encourages change of mindset, behaviour or action. This is how it helps people.



YOUR FUTURE



BUT REMEMBER: There is no end to your wonder woman journey. It evolves with you with every win, every challenge and even every failure. So write to the point where you are now, but know that it will grow and be added to every day.



THE WONDERNICKI *example*

MY RISE

This is my nugget of information. I am telling people about ONE of my experiences as a child.

I BUILT ME...For those of you new to following me you probably won't know that I didn't have the easiest upbringing. My Father was a violent alcoholic with a Jekyll and Hyde personality. Loved you one minute and turned on you the next...

As a 6 year old that was a difficult thing to handle. I know your parents are supposed to have a level of control over you to an extent, but this was control to another level.

One day, while my Mum was at work, my Dad left me. Off he stumbled down the garden path after his morning 6 pack and when he returned he expected lunch sitting on the table. I was 6 years old for christ sake...I couldn't make lunch. But I tried my damn hardest, at fear of disappointing him upon his return.

A few ripped slices of bread later and a loud clang through the door and he returned. To see the complete and utter mess I had made. My first reaction was to cower, beg for forgiveness. He picked up the sharp knife sitting on the side...

MY MISSION

This is my why does it matter. It's my why I am telling it. Why it is relevant for me to be telling them.

The rest is history!

Now I'm not telling you this as some sob story or for sympathy. I'm not telling you this because I believe you need to have some tragic story in order to connect with your clients. I am telling you this because I've made a conscious decision to not let anything that has happened to me in my past define who I am today.

I get to choose what I let affect me and what I don't. I get to choose what parts of my life I use to mould who I am today.

MY PURPOSE

This is my payback. You get to decide how life's situations make you or break you.

I made me. I control who I am as a person. So you can take all the negative situations and I'm sure I have many more to come but I can use them to make me stronger. I can use them to teach lessons. Because trust me if I can stand here today saying "you've got this" then so can you! You've just got to believe.



THE WONDERNICKI *returns*

MY RISE

This is my nugget of information. I am telling people about an experience I have felt and how gaining weight affected me.

So I sat round the pool and for once I didn't feel conscious... This is one of those hotels where everyone is stick thin and beautiful and I've got to be honest normally I would be so self conscious.

Back when I was in my teens, I ballooned in weight. I used to be a skinny mini in my skimpy bikini too. But in under a year I went from a size 8-10 to an 18. Back then it was tough. I was young and it was all about body image.

After lots of tests to work out why I had gained so much weight when my lifestyle hadn't changed and also why I was so exhausted every day that I would often need a nap to get by, I was diagnosed with an Underactive Thyroid. There's no pain but some days I just think fuck this, I need to rest. I've battled with my inner demons one too many times about my weight. I've tried everything to lose it and sometimes it works but it always finds a way back whatever I do.

MY MISSION

This is my why does it matter. It's my why I am telling it. Why it is relevant for me to be telling them.

When I decided to get truly visible I was nervous. Everyone portraying this perfect life and then me....I was scared I'd be a target for trolls. I've even had someone PM me and say they can help with my weight loss in return for my audience to see who they was...ummmm nope!

MY PURPOSE

This is my payback. It's the empowering moment. It's the advice part of the post.

It could put me off. It could stop me. But when I show up for my audience I think about them and not me! Every day! So when I sat around the pool this holiday and I took my sundress off showing my stretch marks and slightly flabby tum, I thought it doesn't matter. It makes me no better or worse of a person.

I'm really good at what I do. AND there's a lot of truth in the fact that I've been working on me all this time to be ok to show up anyway. Now it's your turn!