

(Lesson 1) Welcome to an Adventure Built on YOUR Story

Hi there, and thank you so much for joining this misfit adventure of storytelling.

Over the next few weeks, you'll receive a host of emails to help you **Discover, Create & Share Your Story**. Whether you're a one-man band, part of a larger business, a writer, designer, whatever... Your story is unique and has the power to set you apart from everyone else. But you cannot jump on the storytelling bandwagon and expect results.

When does life ever work like that?

Don't worry, that's what this course is for. Each email serves a particular purpose, and comes complete with a download or tool of some kind. Be sure to work through each email and complete every challenge along the way. I know your time's precious, so I've designed each challenge to integrate effortlessly into your day. By the end of this freebie course, you'll better understand your story, and the huge impact it has in your world. **Sound good?** Good!

TOP TIP: if you find yourself falling behind the challenges, or don't have time right now, create a new folder in your inbox and copy each email from me into it. When you have more time in a few weeks, each email and challenge await

WELCOME TO YOUR NEW HOME

Before we begin, I understand you may be an eager beaver, and want to press ahead and work faster than I can send you emails. Well, every single download, tool & resource mentioned in this Free Course can be found **[HERE](#)**.

This is where the magic happens, and includes a download of each email, too.

Right, let's begin, because every story has a beginning, and this one starts here. Often, people consider how they'll create their story, and how they'll share it, but before this comes the **DISCOVERY PROCESS**. I love discovering stories, and whether it's my own or a client's, I adore delving deep and unearthing the true tale that resides beneath the surface.

Over the next few emails we'll uncover how to do this, but the best way to begin is to look deep into your past.

I call this going in search of your Memory Essays, and helps you focus on where you've been and what matters the most in your life. It's about honing in on particular memories that stand out, and in hindsight, describe a great deal about your journey and story and aspirations.

THE TRIALS & TRIBULATIONS OF NOMADIC STORYTELLING, BOW- TIE WEARING, COFFEE LOVING, MISFIT TOY

The best way to describe what a memory essay is, is to introduce you to **My Manifesto**. It offers an insight into ME, and how I discovered my storytelling passion. More important, it shows how I didn't always feel this way, but as I look back on life I realise storytelling and creativity forever played an important role - *hindsight's a bitch like that...*

>> DOWNLOAD MY FREE MANIFESTO HERE <<

This is a fantastic resource to share with lovely folk like you, as it helps you understand WHO I am and WHERE I've been and WHY I'm a purple loving fiend. **BUT**, creating this manifesto helped ME a great deal, too. It taught me about what's important in my life, and reminds me about moments I thought I'd forgotten.

Moments that didn't seem like a big deal at the time, but in hindsight, explain so much.

And it's moments like these (*those forgotten, seemingly unimportant memories*) that hold the key to your true story. It's these moments that house meaning and purpose. Because when it comes to Creating & Sharing Your Story, you focus on things you think you have to focus on. You've built up a perception about how you should look and act and be. You think you know the story behind your business, but you've focused on the wrong stuff all along.

This why the Discovery Process is important, because it hones in on your true UVP.

When it comes to beginning this process, there's no better place to look than your past.

**YOUR CHALLENGE, SHOULD YOU
CHOOSE TO ACCEPT IT**

Like I say, each email comes with a challenge I double-dare you to complete. If you ever have any issues or need help, simply hit reply and ask away. **You officially have access to my personal email, so use it ;)**

As for your first challenge on this journey, it's to **Read My Manifesto** and create 3 memory essays of your own.

You don't have to share them with anyone, but if you'd like to transform them into a manifesto like I have, feel free to. The point is to hone in on three memories that stick out in your mind. The kind of memories that create a lightbulb effect, and make you say, "*Wow, that trip to the seaside when I was 8-years-old explains so much these days.*"

More often than not, these memories aren't life defining ones that rocked your world at the time. They're small and seemingly insignificant, but they hold the key as to who you are and why you're on this adventure.

So, read my manifesto, have a cup of coffee or go for a walk, and think about your past and those forgotten memories from long ago. Write a story about it (*it doesn't have to be long*), and transform it into a memory essay. These essays help you in the next email, but more important, **help you figure out the bigger picture.**

Seriously, writing my own manifesto is one of the best things I've ever done, and I have my buddy AJ Leon to thank (*Google his manifesto. It's amazing!!*). And if you have any questions or issues, Hit Reply. It's what I'm here for, and this, my misfit fellow, is the beginning of our friendship.

TURNDOG

PS: Before you lose yourself in your own memory essays, please do one quick thing for me: Hit Reply & Share 3 Things About Yourself. I want to get to know you, but I can only do this if you say hello and introduce yourself. It's over to you, kid. What 3 things will you share???