

(Lesson 3) Better Understand Your Story By Looking Around You

I do a lot of my writing in coffee shops. I love the clatter of cups and grinding of beans, but a lot of people ask me, “How on earth can you concentrate and write in such a loud and busy environment?”

To be honest, I struggle to write in silence. It haunts me. I feel pressured and suffocate in the moment. Surrounding myself with people eases this burden, but there’s another important reason why I do it...

It’s easy to lose yourself within yourself

That may sound a tad cryptic, but when I settle down for an epic writing session, I drift off into my own little world. This is fantastic, as it means I get a lot of writing done, and one idea after another sparks to life. But life continues to tick along around me, and often provides the information and inspiration I desire to turn my story into something better.

The same applies with your Brand Story. Until this point, I’ve asked you to delve into your own mind, create memory essays, and ask yourself deep and meaningful questions. You have to do this. You have to delve deep within and uncover Who you are... Why you are... What your what is...

BUT you must also come up for air and look around you, just like I have to in the coffee shops I frequent. Because those clattering sounds and wayward chit-chat provide the cues I need, and the passer-bys inspire my characters and settings. So in today’s lesson, I ask you to look around and devour other people.

21 BRILLIANT STORYTELLING EXAMPLES

This Free Course is all about YOUR Story, but that doesn't mean you shouldn't spend a lot of time devouring other people's. In 2013, I created a short book called **21 Brilliant Storytelling Examples**, which showcases some of my favourite brand stories. Because when I'm trying to better understand my own story, or when I work with a client, I go in search of inspiration, rather than wait for it to find me.

**>> DOWNLOAD YOUR FREE
BOOK HERE <<**

Hopefully by now you're starting to understand your story, and hone in on your true messages and UVP. You've spent time delving deep and asking *Big Picture* questions, but this only takes you so far. The good news is, life surrounds you and offers all the inspiration and help you could ever ask for.

Just like the hustle and bustle of the coffee shop helps me refine my fiction and blogging, gobbling-up other brand stories helps me figure out my own and my clients. It shows me what other people are doing, the ideas and possibilities I hadn't considered, and the things I do and don't like. It isn't about copying, but observing, and constantly asking: *How does this relate to me? what could I do? do I like this? if not, why not?*

This is a killer mindset to take, so before you lose yourself in your own mind, and delve too deep, it's important to take a step back and see what other people are doing.

YOUR CHALLENGE, SHOULD YOU CHOOSE TO ACCEPT IT

The first part of the challenge is to read 21 Brilliant Storytelling Examples. This provides you a good foundation, and demonstrates the kind of things to look out for. The second part of your challenge is to:

- 1:** Set a timer for ONE HOUR
- 2:** Open your favourite internet browser
- 3:** Search for as many brand stories you can find
- 4:** Create a new word document and write two headings: *Like* and *Don't Like*
- 5:** Every time you come across a new brand/individual, copy the url under one these headings

That's it. You have one hour to devour as many sites as possible, and see what other people are doing. Don't dwell on anything or overthink, just search Google and *follow the breadcrumbs* (one site leads you to another, which links to an article, which introduces you to a new site, and so on...)

At the end of the hour, you should have dozens of links to various people and

businesses (*many you've never heard of before*). As you go through this Free Course, and develop your own story, these links and examples prove vital. **Trust me** :)

But don't make any notes. Just observe and make snap judgements, and constantly ask yourself: *Do I like this? Why? Why not? Does this appeal to me and my own story?*

It's all about getting into a curious mindset, and observing the world around you. And there you go, search for inspiration and devour everything you come across. And if you cannot find anything, be sure to hit reply and I'll send you some links to get you started. I'd be shocked if you need my help though, because the internet's full of amazing brand stories.

Keep it cool, TURNDOG

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PS: I hope you're enjoying these emails so far, but if you're like to take things to the next level, be sure to befriend my on **FACEBOOK**. I check this daily, and it's where I have great conversations with top people like yourself. Don't be a stranger, and when you do add me (I'll accept - I promise) make sure you say hello :)