

# *Connection Story* **WORKSHEET**

**USE YOUR STORY TO  
POSITION YOURSELF AS THE  
SOUGHT-AFTER-EXPERT**



**FACEBOOK  
FAUCET**

# YOUR CONNECTION STORY

## Goal of your Connection Story:

Allow your new audience to really connect with you and see that you can help them with their problem. Makes you relatable, human, and trust-worthy - you've experienced what they're experiencing- you get it and there's a solution.

Your Connection Story will be the base for the “long-copy” ad you will create.

## Common Mistakes People Make

- Telling your story without considering how it relates to your clients experience causes a disconnect and decreases conversions. Our goal is to allow your potential to envision themselves as the hero in your story. As you fill in the details please try to relate stories that will be similar to stories your clients experience.
- Making it factual and leaving out the emotion will negatively impact your conversions. Please include at least 1 very personal detail to make it real along with how you felt as it was happening.

## Crafting Your Connection Story

Please answer these questions in as much detail and emotion as possible prior to crafting your long-copy Facebook ad ...

What was life like before you had your breakthrough? (pain points, what did you struggling with, how did you feel, what were you missing) Who were you when you started your journey?

# YOUR CONNECTION STORY

What did you want to change about your life / the world?

What did you struggle against as you started to create change? What were the roadblocks?

What happened that allowed you to have your breakthrough? (a coach, finally fed up, something that opened your eyes)

What was the breakthrough? (lesson learned, secret found, mindset changed, tool, system to follow, etc.)

What transformation happened for you? (for example, business mentor – brought in clients consistently; dating coach – found and married the love of your life; ADHD counsellor – finally able to focus and be successful in relationships)

What was life after your breakthrough? (what pain points were removed, what was better, how did you feel) Who are you today, how do you make a difference in the world?

# YOUR CONNECTION STORY

What is the one thing you know to be true about the transformation you offer?  
(For example, dating coach – everyone has a love-of-their life waiting for them;  
business mentor – if you have a service that people love, you can market it on  
Facebook)

Why do you do what you do? Why did you start this business?