



## 1. Share Your Story

Brainstorm:

Identify the connectors to your ideal audience:

Write your story in 3 sentences to get started

- Before
- What happened
- Where you are now

## 2. Magnetic Core Messaging

Story Summary Hook

Hi I'm (name)

and I'm a (title)

I'm passionate about (what do you want to be known for in your work)

I remember (tell a story in a sentence or two that connects to the work you want to be known for)

I support (who is your ideal client and how do you help them)

[Darlenehawley.com](http://Darlenehawley.com)

Let's Build a Brand that Attracts Your Ideal Audience & Allows You to Stand Out Online

### **3. Attract Your People**

Which 5 visibility strategies will you use to grow your business

- 1.
- 2.
- 3.
- 4.
- 5.

What 5 hours will you dedicate to your visibility strategy?

- 1.
- 2.
- 3.
- 4.
- 5.



**Hi, I'm Darlene Hawley. I'm so glad you're here. I'm a mama of 4, wife, connector, and dream builder. I'm also a Personal Branding & Online Business Coach and the founder of [DarleneHawley.com](https://darlenehawley.com).**

Darlene Hawley is a speaker, podcast host, personal branding, and online business coach who shows ambitious, heart-centered coaches, experts, leaders, and entrepreneurs how to create a profitable online business while making space for themselves and their families by speaking up and sharing their story.

Her genius is showing entrepreneurs 2+ years into their business how to deepen their business foundation and go after visibility so they can share their message with the world, attract dream clients, and have the impact, freedom, and flexibility they desire.

And supporting leaders inside organizations to strengthen their inner and outer voice so that they can speak up for themselves and the ideas and issues that matter most and move people to take action whenever they speak.

**Grab my free roadmap to create a successful business with less hustle and more ease:**  
<https://bit.ly/attractandstandoutonline>

Learn more about my Attract & Stand Out 1:1 signature program for coaches, consultants & entrepreneurs: <https://darlenehawley.com/attractandstandoutonline>

Ready to level up your and your team's communication skills, so you can speak up for the thoughts and ideas that matter most?  
<https://darlenehawley.com/training>

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