



Origin Story Worksheet

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Hey creator, here's a simple worksheet you can use to shape your origin story. Keep it loose, honest, and human. Short answers are perfect. This is your starting point, not a finished script.

1. What struggle pulled you into online marketing?

Write a few lines about what wasn't working, what felt off, or what pushed you to try something new.

Your notes:

2. What moment changed how you saw things?

Think of the insight, event, or turning point that shifted you toward a better path.

Your notes:

3. What did you try that didn't work?

List one or two attempts that flopped or fell short. These moments help shape your relatable side.

Your notes:

4. What lesson came from that struggle?

Share the idea or skill you gained from the messy middle that you still use today.

Your notes:

5. How does this shape the way you help people now?

Explain why you show up, how you guide others, and what you wish you had when you started.

Your notes:

After answering the questions, you'll have a strong story you can use for:

- Your “about me” page
- A welcome email
- A bio page
- Your product pages
- Videos
- Lead magnets
- And more...

Just remember, one story can fuel everything.