



ALTERNATE REALITY · CORE 1 OF 3

AUDIENCE & STORY CORE.

Who you serve, why you do this, what you stand against, and the words you use. The Director reads this before it writes anything.

FILL IN ON SCREEN · CLICK ANY WHITE BOX AND TYPE · SAVE WHEN DONE

→ Answer in your own words, the way you'd say it out loud. Real numbers, real quotes, real stories. The Director lifts phrases straight from this file, so polished corporate language here becomes polished corporate content later.

1 · THE ONE PERSON YOU'RE TALKING TO

Not a market. A person. The sharper this is, the more your audience will feel you're reading their mind.

Age range

What they do (role, business type, revenue band if relevant)

Where they are in life right now

What they call themselves ("I'm a founder", "I'm a speaker", "I'm a coach")

THEIR BIGGEST FRUSTRATION — IN THEIR WORDS

The most important field in the whole kit. Write it exactly how they'd say it in a DM, not how a consultant would summarise it.

EXAMPLE · KEYNOTE SPEAKER & BUSINESS COACH

"I know my stuff. I'm good on stage. But online I'm invisible, and people with half my experience are getting the bookings."

WHAT THEY'VE ALREADY TRIED, AND WHY IT DIDN'T WORK

THEY TRIED...	WHY IT FAILED

EXAMPLE · KEYNOTE SPEAKER & BUSINESS COACH

Hired a freelancer for clips → got pretty edits with no strategy, so nothing converted.

WHAT THEY QUIETLY BLAME THEMSELVES FOR

EXAMPLE · KEYNOTE SPEAKER & BUSINESS COACH

“Maybe I’m just not a natural on camera.” / “I’m too old for TikTok.” / “I don’t have time to be a content creator.”

WHAT WINNING LOOKS LIKE FOR THEM, IN A YEAR

A moment they can picture, not a metric. “More followers” is a metric. “Being recognised in the hotel lobby at the conference I used to pay to attend” is a moment.

2 · YOUR ORIGIN STORY

Why you, and why this. The Director uses this for story scripts and credibility beats.

BEFORE

Where you were. Numbers, timeframes and feelings make it real.

EXAMPLE · KEYNOTE SPEAKER & BUSINESS COACH

Twelve years on stages, 40,000 people in rooms — and 900 followers. My best work only existed for the people who happened to be there that night.

THE TURNING POINT

AFTER

What changed, with results if you have them.

THE LESSON YOU KEEP COMING BACK TO

One or two sentences. This is the spine of your positioning.

EXAMPLE • KEYNOTE SPEAKER & BUSINESS COACH

Your expertise isn't the bottleneck. Your visibility is. The best-kept secret in the room still loses to the loudest.

3 • THE MYTHS YOU FIGHT

The things your industry tells your audience that you disagree with. Write each myth the way your audience would say it, then your counter-truth. These become your best-performing content.

MYTH 1

What they believe (their words)

What's actually true (your words)

MYTH 2

What they believe (their words)

What's actually true (your words)

MYTH 3

What they believe (their words)

What's actually true (your words)

MYTH 4

What they believe (their words)

What's actually true (your words)

MYTH 5

What they believe (their words)

What's actually true (your words)

EXAMPLE • KEYNOTE SPEAKER & BUSINESS COACH

Myth: "You need to post every day to grow." Truth: You need one idea per week that's worth posting. Volume without a point is just noise with a schedule.

4 • YOUR LANGUAGE

WORDS AND PHRASES YOUR AUDIENCE USES

EXAMPLE • KEYNOTE SPEAKER & BUSINESS COACH

"invisible online", "I'm not a content person", "I hate watching myself back", "where do I even start"

WORDS YOU'D NEVER USE

EXAMPLE • KEYNOTE SPEAKER & BUSINESS COACH

"personal brand journey", "crush it", "content is king", "unlock your potential"

YOUR NAMED METHODS AND FRAMEWORKS

Name + one sentence each. If you don't have names yet, give them names now — named ideas get remembered and shared.

NAME	WHAT IT IS IN ONE SENTENCE

LINES ONLY YOU WOULD SAY

5 · WRITING SAMPLES

Paste 2–3 pieces that genuinely sound like you: a caption, a newsletter intro, a voice-note transcript, a DM. Not your most polished work — your most “you” work.

Sample 1 · source (e.g. Instagram caption, March 2026)

Sample 2 · source (e.g. Instagram caption, March 2026)

Sample 3 · source (e.g. Instagram caption, March 2026)

