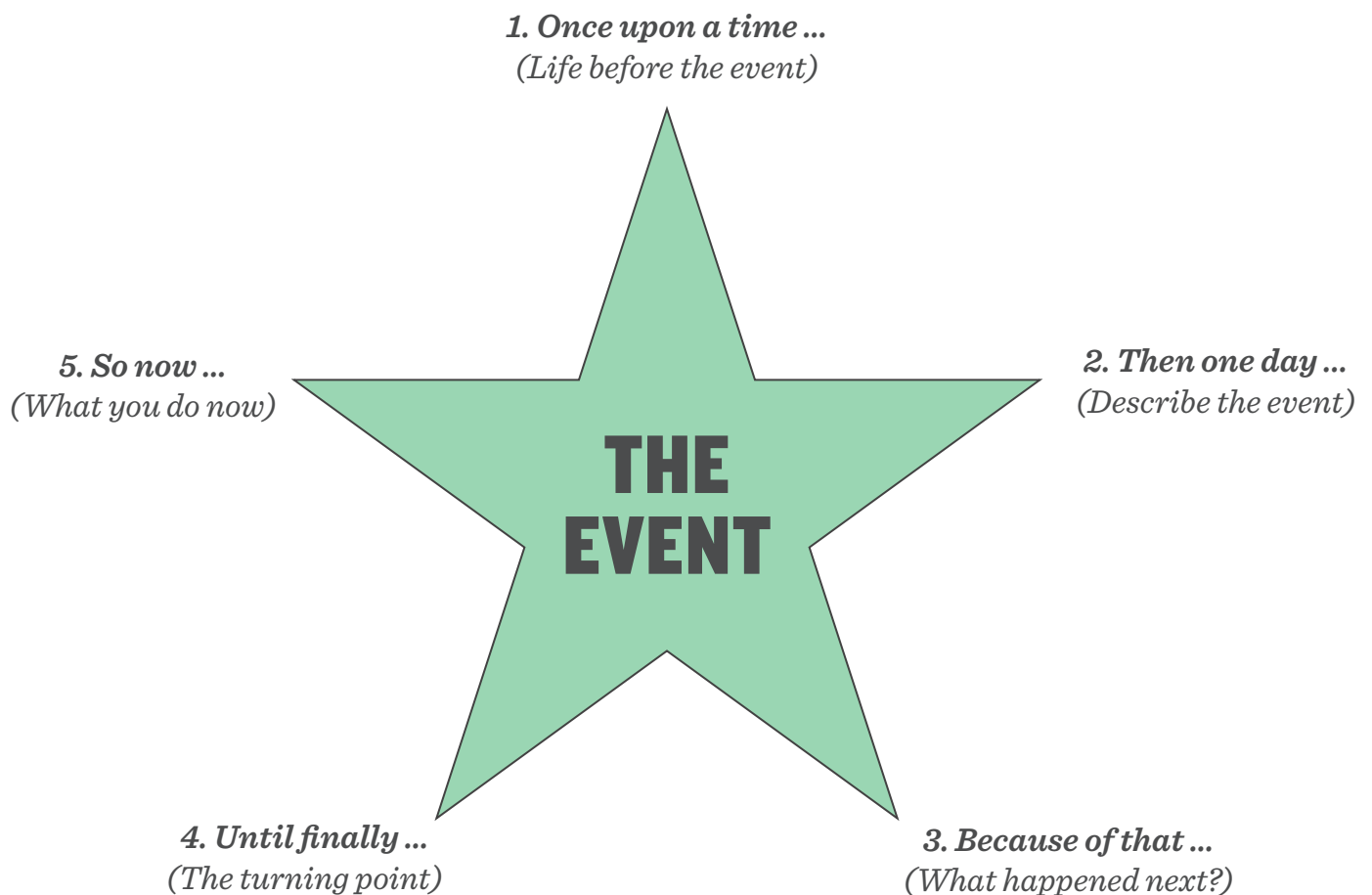




2020 CHAMPION PLACEMAKERS WORKSHOPS

STORYTELLING ... *Why is it important?*

Stories help us make sense of the world around us, connect with others and inspire action. We are able to remember stories much more easily than data and facts. *Remember: a great story turns a product into an experience.*



ORIGIN STORY

An origin story is a story about how your business came to be. All future stories and events should stem from your origin story.

Reminder: Consider how living in Elkhart County shapes your story. Keep our brand assets and personality traits in mind when writing your own origin story.

HOW TO TELL YOUR ORIGIN STORY HOMEWORK ASSIGNMENT

It's time to write your origin story! Use the 5 boxes below to fill in your story. Take inspiration from the example to get you started.

Need more inspiration?:

Listen to Seth Godin's podcast episode on Origin Stories or read this article by Inc. Magazine.

1. Once upon a time ... (Life before the event)

What did you want back then? How old were you? Where did you live? When did this happen?

"It was 2006 and I was living in Chicago, balancing my job as a waitress with painting commissions. I was worn down by big city life and it showed in my art".

2. Then one day ... (Describe the event)

Think about this section as a scene with details that the reader can connect with.

“Then one day I walked past a gallery and saw the most beautiful painting. I stepped inside to take a closer look. I read all about the artist and her life in a nearby small town”.

3. Because of that ... (What happened next?)

What relevant events were then set in motion? What obstacles did you have to overcome?

“Because of that I realised that the city no longer served me. I tried to get back into the grind but it only left me feeling more in need of change”.

4. Until finally ... (The turning point)

Describe the moment when you really committed to a new direction. Reflect on how you changed and what you learned.

“Until finally, I decided to go. I organised short-term accommodation to test the waters and found a light-filled studio to work from (the studio of my dreams!). I packed up the car for the one-hour drive feeling unsure of my decision to move to such a small town. Would it inspire me or leave my longing for the lights of Chicago?”

5. So now ... (What you do now)

Describe what you do now, and connect it to the story.

“So now it’s been 8-years and I’m still here. This place has supported my growth as a sometimes painter to a full-time artist. I’m constantly inspired by my surroundings and the community of makers who live here. I always thought that I had to live in a big city to make it as an artist. Boy, was I wrong! Living here just feels right”.