

BELIEVE & B.L.O.O.M. PRESENTS

Story to Brand™ Starter Kit

Your story is not just something that happened to you. It is the foundation of a brand the marketplace has been waiting for. This free starter kit is your first step — five pages of guided work from the Story to Brand™ signature program.

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Why your story matters

Before colors, logos, or websites — we get clear on the woman and the vision behind the business. Answer honestly. There are no wrong answers here, only buried ones.

1. What season of your life changed you the most — and what did it teach you?

2. What do people always come to you for?

3. If your story could set one woman free, what would she be free from?

Find your through-line

Every signature brand has one magnetic message — a through-line that runs from your story to your client's need. Let's find yours.

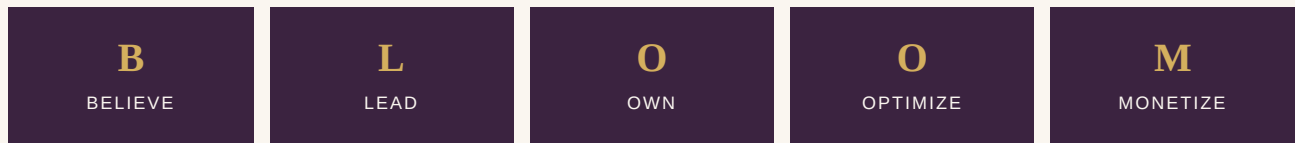
4. Finish this sentence: "I help _____ who _____ to _____."

5. What makes your way of helping different from everyone else in your space?

6. Write your message in one bold sentence — the one you'd say on a stage:

Map your story to your brand

The BLOOM Effect™ carries your story all the way to revenue. Use this map to see where you are and where we're going together.



7. Own: Which part of your story have you been hiding — the part that actually makes you unforgettable?

8. Optimize: Does your website, bio, and content today sound like the woman in question 6? What needs to change?

9. Monetize: What could your story become — a book, a talk, a course, a coaching offer? Dream out loud:

YOUR NEXT BRAVE STEP

The 7-day story challenge

One small, brave move each day. Check them off as you go.

- ☐ Day 1 — Write your one-sentence message and put it somewhere you'll see it.
- ☐ Day 2 — Tell one person the story you've been hiding.
- ☐ Day 3 — Update one line of your bio or about page to sound like you.
- ☐ Day 4 — List three chapters your book or platform could hold.
- ☐ Day 5 — Share one lesson from your story on social media.
- ☐ Day 6 — Name the offer your story could carry (book, talk, course).
- ☐ Day 7 — Book a free discovery call and let's build it together.

READY FOR THE FULL JOURNEY?

Story to Brand™ is the complete signature program — story map, voice coaching, launch plan, and community. Investment \$997, beginning with a complimentary discovery call.

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