

## 6 WAYS TO GET WORD INSPIRED THIS SUMMER

STORIES from Home



Magazines are a great source of inspiration, especially the summer edition. They're brimming with real life stories from people who've had light-bulb moments while laying on a sun lounger or on a magical trip. But you know where we find the most inspiration? The contents page. Take a look and you'll find a long list of punchy, hook-you-in headlines you can repurpose as content ideas.

Use this space to write down the stories, headlines or articles that hook you in and think how you could use them to share your story.				



A different view can give a whole new perspective. Look out of your window, what do you see? How does it all make you feel? Did you visit a gallery, find a favourite cafe to watch the world go by or discover somewhere new that made you smile? Which view resonates most? Why do you think this is?

Paint a picture with your words. Write them all down and take a moment to expand on each one. Why do they feel significant?



The sun on your face, wind in your hair, water at your feet. Spending time in nature is the best way to get grounded, ready to rise. Look up, look down, soak it all in.

What words come to mind? How do these words and stories resonate with where you are in your life and business, how you want to help and where you want to go?



Holidays are all about the senses. The smell of the sea. The feel of sand beneath your feet or on your sun soaked salty skin. The taste of the food you ate. That first sip of a new or favourite drink. The sight of new places and beautiful scenes. How it all made you feel.

Tune into your senses and describe the experience. Breath deeply and imagine the colours, sounds, taste, touch, feelings, sights, smells, emotions. What words come up?

Now think how you can use these words to describe what you do. Do you have a delicious offering that's just waiting to be devoured?				



Every summer has a story. From the slowest to the most spectacular, making note of the memorable moments, silly stories, funny jokes and fleeting episodes of joy will help you add more substance to your storytelling.

Weave these memories into your storytelling. They only happened to you, they make your story unique and show you're human.				



What's on your summer reading list? Do you go for beach perfect fiction? A good biography? Maybe some self development? Whatever you're reading this summer, be mindful as you do. Make a note of the words or phrases that stand out.

Is there a quote that resonates, a sentence that made you sit up and think or a storyline that really hit home? Make a note of how they made you feel and how they fit with you and your business. Don't forget, we all love a book recommendation so share the pages you're turning and what you're taking from them along the way.



Wishing you a beautiful summer filled with stories.

We want to make storytelling easier, it doesn't have to be hard. If you enjoyed this workbook, make sure you grab our sizzling summer bundle offer, it will close as soon as the schools go back, and probably won't ever be offered at this CRAZY price again.

## FIND YOUR FOUNDATIONS

Our oh-so-good self-study guide and jam-packed workbook to help you establish the solid foundations you need to write about your business with confidence, clarity and ease. Designed around the framework we use whenever we start working with a client, when you do this work it'll help shape your strategy so you can fuse it with your storytelling.

## THE ABOUT PAGE MAKEOVER

Our step-by-step self-study guide and workbook to help you give your About Page the makeover your website deserves. Once you've done this you'll have the main story your audience needs to get to know you, like you and trust you. AND it'll give you strategy-aligned messages you can copy over into your content plan for the months ahead.

## A ONE HOUR STORYTELLING SESSION

In this one hour, one-to-two session we'll help you edit what you've done and get your words working harder for you and your business. Because having two pairs of expert eyes take a look at what you've done and talk through how you can put all the words to best use is supercharged (and more often than not the \*nudge\* you need).

You get all of this for £111.

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