



Kim Evans Studio

Where truth-telling meets marketing



See next page for an example...



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EXAMPLE: My story and message...

My story:

Suffered 2 pregnancy losses. Felt invisible in my grief. Experienced firsthand how our culture silences women's reproductive experience. Saw a void of material in the world on this topic. Decided to write a book about my journey.

The life lessons I learned:

The world needs women's voices and truth-telling. I have inner strength I didn't previously know I had. I have an infinite life force of creativity inside me. We all do.

My audience's aspirational story

What my audience is seeking to learn:

*How to be a better writer
How to gain confidence in their voice
How to clarify their message
How to attract more clients to their business
How to feel more fulfilled in their work
(How to incorporate their truth and voice into their business offerings and market them without manipulation or presenting a façade.)*