



My Origin Story Worksheet

By James Francis

Let's Get Started...

1. My chosen **niche** is...

Tip: Just a short phrase summarizing your niche is fine here. For example, "weight loss", "real estate", "emergency preparedness", and so on.

2. The **desirable outcome** I'll be helping people to achieve is...

Tip: What do people in your niche regularly think about fixing or achieving in their life?

3. **My own origin story/experience** with this topic and outcome is...

Tip: What first got you into this topic? What struggles or difficulties did you go through? How did that feel, emotionally? What was the turning point? How are things now?

4. The important **emotional triggers** in this origin story are...

Tip: What are the issues your ideal customers are currently struggling with? What beliefs (correct or incorrect) do they have? How do they feel? What are they scared of? What doubts do they have? What motivates them?

Additional Notes