



*How to
create a
story bag*

Never be short of stories again.

Your guide to creating a story bag filled with ideas you can pull out when you're out of inspiration.

STORIES
from home

What's a story bag?

It's the problem women like you tell us they need help with the most:

What to say when you don't have anything to say.

The solution? Get yourself a story bag.

It's not an actual bag, although as bag lovers we like to imagine it as a giant tote we can fill with ideas and stories to share when the time comes.

The good news is, it's easy to get your hands on and trust us when we say, once you've got your bag, you'll be filling it in no time.

Essentially, your story bag is a Google doc or spreadsheet where you can save all the ideas buzzing around your head. It's a place to save the words that resonate and the ones you want to share with your audience.

Think about what gets you inspired...

Email subject lines that intrigued you enough to make you click to open.

Instagram stories that had you hooked until the very end.

The social media post that got you clicking 'add to cart' without hesitation.

The song line you can't get out of your head.

All this goodness is story gold. Not to mention your client or customer testimonials, you're sitting on magic with these. How have they said you help them? Why do they love what you do? Dig out the things they've told you they're struggling with, currently craving or how their feeling. It's priceless or as we like to call it, story gold.

Get it added to your bag, pronto.

Read on for more info on how to gather your ideas and a link to take you to a blank Story Bag spreadsheet - it's the same one we use.

THE STORY BAG

Ideas to help fill your bag

ADD THESE INTO YOUR STORY BAG

**SUBJECT LINES
FROM EMAILS
YOU OPENED**

**STORIES THAT
RESONATED
MADE YOU LOL /
THINK / SMILE**

**RANDOM THINGS
YOU LOVE
(EMAILS,
MAGAZINES
SONG LYRICS)**

**LINES FROM
YOUR CLIENT
TESTIMONIALS**

**THINGS YOUR
CLIENTS ARE
STRUGGLING
WITH**

**THINGS
RELATED TO
YOUR CONTENT
PILLARS OR
STORY THEMES**

**CREATE A NOTES DOC ON YOUR PHONE
AND ADD THEM IN WEEKLY**

THE STORY BAG

Time to create

If you want a copy of a blank story bag Google doc, the same one that we use. You can download one from our website. Just head to the bottom of this page for the link.

www.storiesfromhome.co.uk/storybag

	A	B
1	Email lines that hooked me	
2	3 things I just had to tell you	
3	You're late	
4	You're going to want to open this	
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