



SUMMER WORKBOOK

6 tips to help you get word
inspired this summer

01

ZINE-INSPIRED

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.

03 BACK TO NATURE

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?

04 USE YOUR SENSES

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?

05 YOUR STORIES

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.

06 QUOTES

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 jam-packed and juicy free downloads:

5 QUICK WEBSITE COPY WINS

Use this to take your copy from shonky to spectacular. It's quick, easy and will help you spruce up your copy in no time.

DIY YOUR PR: A TOOLKIT

Your business deserves to be shared with the world (or rather, those dreamboats clients and customers you want to call in). This toolkit will help you get started to share your story with the media and get the coverage to get you and your business noticed.

99 STORYTELLING HOOKS

Yep, 99 prompts. Done ready for you to complete with all the goodness you've just written. Go grab these now and make your social post, blog post and newsletter writing a whole lot easier. Be quick though, they won't be free forever.

Let's keep it simple and share stories that captivate and connect.

With love,

Laura & Becca

