

FREE RESOURCE



THE STORY CONFIDENCE WORKBOOK

How to Articulate Who You Are and Why It Matters

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This workbook is designed as a practical guide to help creatives, entrepreneurs, and brands develop clarity and confidence in their storytelling. It is intended for informational and educational purposes only. While every effort has been made to ensure accuracy, Creativa Media PR makes no guarantees regarding results achieved through its use.

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Disclaimer

This workbook does not constitute professional legal, financial, or business advice. It is a strategic tool intended to guide the development of personal and brand storytelling. Results may vary depending on individual application and consistency.

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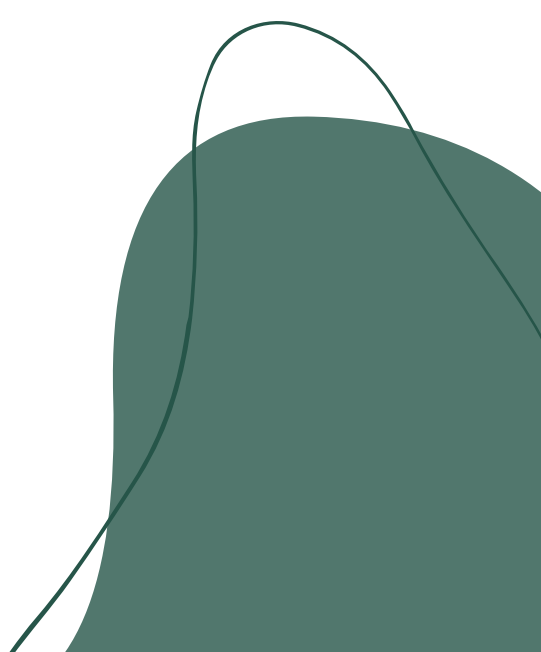
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Your Story Deserves A Spotlight



You're Not Lost. You're Just Unwritten



We see it all the time.

Brilliant creators. Purpose-driven founders. Brands with something meaningful to say. Yet when the moment comes to explain who they are and why their work matters, the words disappear.

"I don't know what to say."

"I don't know where to start."

"I don't want to sound boastful."

"My story isn't that interesting."

The truth is simple. Every person, brand, and business already has a story worth telling. The challenge isn't having a story, it's knowing how to shape and tell it. There is immense value in learning how to shape and tell your story.

This workbook is for the creative whose looking for more visibility, the entrepreneur who struggles to explain what makes their work different and the professional who knows their value but hasn't yet found the language for it.

Confidence is not about being loud or performative. It is grounded, Clear and Anchored. It sounds like knowing what you stand for and being able to express it without shrinking or over-explaining.

By the end of this guide, you won't have a perfect script. You'll have something far more powerful: **CLARITY.**

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WHAT MOVES YOU?

STEP ONE



Before branding. Before media. Before PR strategy. There is emotion.

Your story does not begin with your job title or your accolades. It begins with what moves you, what keeps you up at night and what pulls you forward.

Mini Exercise

Write down: Answer honestly. This is about clarity, not performance.

- Three things that frustrate you

.....

- Three things that motivate you

.....

- Three things you could talk about endlessly

.....

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Now reflect:

Which of these shows up most in your work?	
Which one do people already come to you for?	

Your story lives where passion meets purpose. PR works best when it amplifies what is already true, not when it invents something new.

Creativa Media PR helps you turn that emotional spark into a strategic narrative that feels authentic and intentional.

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WHAT DO YOU WANT TO BE KNOWN FOR?

STEP TWO

Imagine being introduced on a global stage tomorrow what three words would you want to be used? Those words form the foundation of your core message. When you are clear about them, it becomes easier for audiences, collaborators, investors, and the media to understand where you fit.

Trying to be known for everything often results in being remembered for nothing.

Clarity is a choice.

Mini Exercise

Circle the words that resonate most:

VISIONARY **ADVOCATE**

BUILDER **CREATIVE**

EDUCATOR **CHANGE-MAKER**

TRENDSETTER

.....(add if needed)

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Then write one sentence that answers this question:

What do I want people to understand about my work at first glance?

.....

.....

.....

The Clarity Test

Before you share your story publicly, it should pass this test.

Can someone repeat this after hearing it once?

.....

Does it feel natural to say out loud?

.....

Does it align with what you actually do every day?

.....

At Creativa Media PR, we translate your purpose into a message that resonates across interviews, media features and every public platforms.

BRIDGE THE PERSONAL AND THE PROFESSIONAL

STEP THREE

Great PR is not built on resumes alone but also on relatability. Your personal story gives context to your professional mission. Answering questions like, **why you started**, **what shaped you** and **what you believe in** are necessary. Audiences may forget titles, but they remember the truth.

One should also note that storytelling does not mean oversharing but being intentional about what is shared.

What to Share Intentionally

- Share lessons
- Share insight
- Share meaning

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Reflection Exercise

Answer the following:

- What experience led me here?

- What do I want people to feel when they hear from me?

Remember, when your personal values align with your public message, confidence becomes natural.

Confidence grows when your story and your strategy speak the same language.

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SPEAK IT OUT LOUD

STEP FOUR

There is a moment when your story stops living on the page and starts living in the room.

That moment happens when you speak it. Whether it's a media interview, a pitch meeting, or a panel introduction, storytelling confidence comes from practice.

The 30 Second Story Exercise

In thirty seconds, explain

Who you are

What you do

Why it matters

Read it aloud.

Then ask yourself:

Does this sound like me?

Does it feel clear or crowded?

Where do I hesitate?

Your voice becomes more powerful the more you trust it. That's where Creativa Media PR comes in. When your voice is refined the world listens and they feel the clarity and connection.

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YOUR STORY DESERVES A SPOTLIGHT



The most impactful stories are not just told they are remembered. Most people stop once they gain clarity. Real momentum begins when that clarity is transformed into strategy.

If you are ready to shape how the world sees you, a **Clarity Session** with Creativa Media PR is the next step. A Clarity Session helps refine your core message, align your story with your goals, and prepare you for visibility opportunities.

Confidence begins with Clarity and we help you build both.

About Creativa Media PR

Creativa Media PR is a boutique public relations agency that helps creatives, founders, cultural brands and organizations build their public image through strategic storytelling, communications and media placement.

Founded by Adanna Asson, CMPR bridges creativity with clarity, helping clients uncover their voice, refine their story and confidently share it with the world.

“

SHOW UP
THE WAY
YOU WANT
TO BE SEEN

”

Adanna Asson