

WHY-OG-RA-PHY®

/wī-äg-rəfē/

noun

A powerful short story designed to articulate and elevate your purpose; an essential tool for leveraging your business; your brand story

WHYOGRAPHY WORKSHOP: WRITE YOUR STORY

Welcome to My Founder Story's Whyography Workshop: Write Your Story

A basic business bio doesn't honor your journey or what it took to get where you are today. It's all stats and no story. It's focused on your WHAT and not your WHY. This workshop demonstrates the benefits and framework for creating your Whyography—your brand story fueled by purpose.

This 60-minute Zoom workshop features interactive instruction. You're encouraged to turn on your camera, ask questions and participate in the discussion.

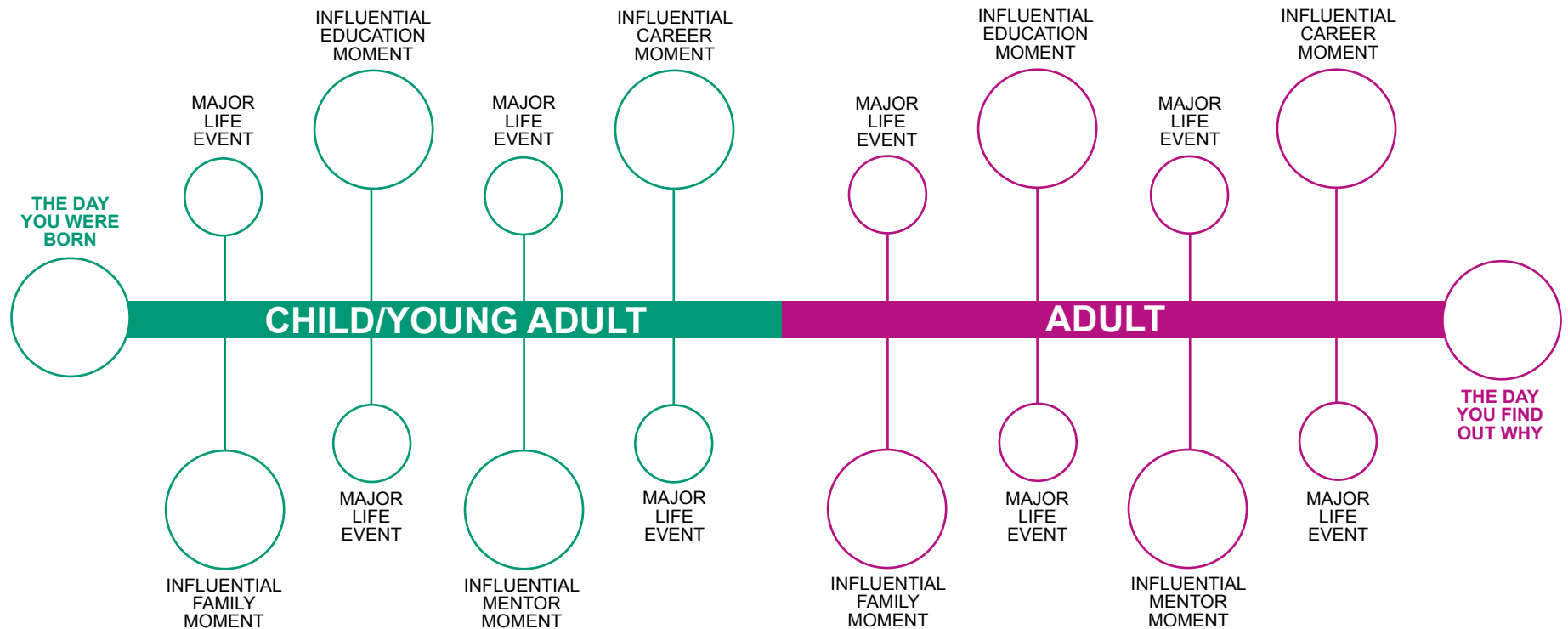
This packet includes the following worksheets:

- **Whyography Journey Map:** Map out key events and moments that influenced your WHY.
- **Your Brain on Stories:** Learn about the science of storytelling and how to use it to build a genuine connection with your audience.
- **Whyography Framework:** Discover the art of storytelling and the framework for developing your purpose-driven brand story.

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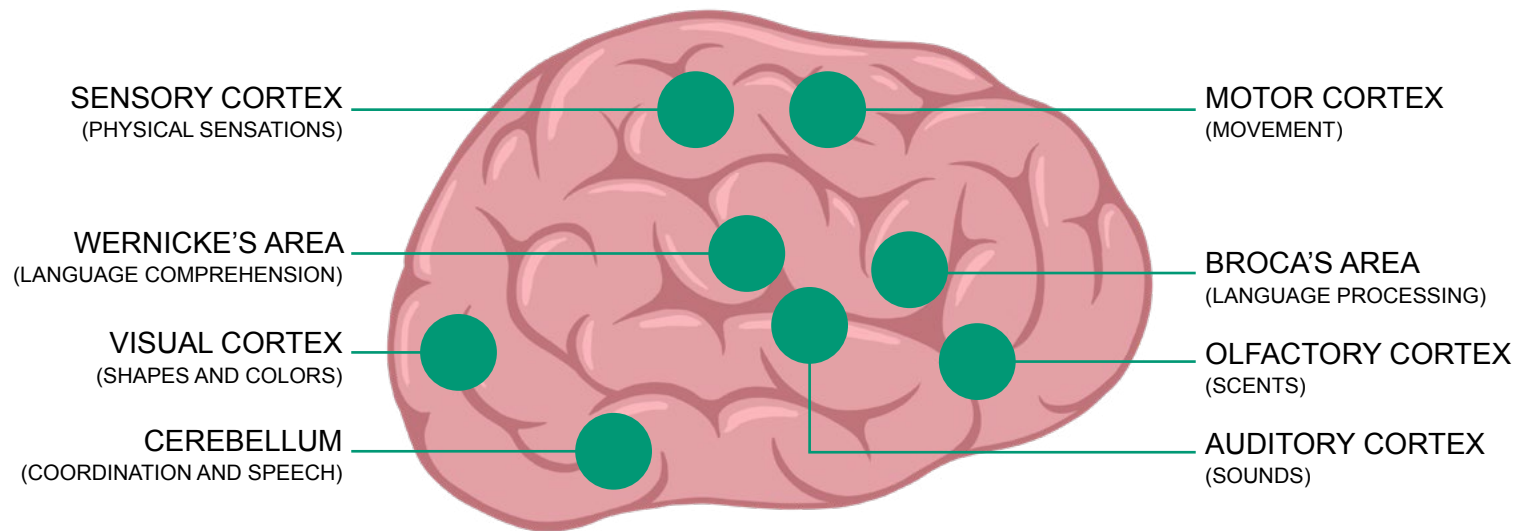
EXERCISE: WHYOGRAPHY® JOURNEY MAP

In this exercise, create a Whyography Journey Map by listing the influential moments and major life events that led to the launch of your business on a timeline. You may not include everything you capture on your journey map in your Whyography, but you'll appreciate having a record of it in the future. Mark up your map, make a mess of it, and continue to add and refer back to it as you develop your story.



EXERCISE: YOUR BRAIN ON STORIES

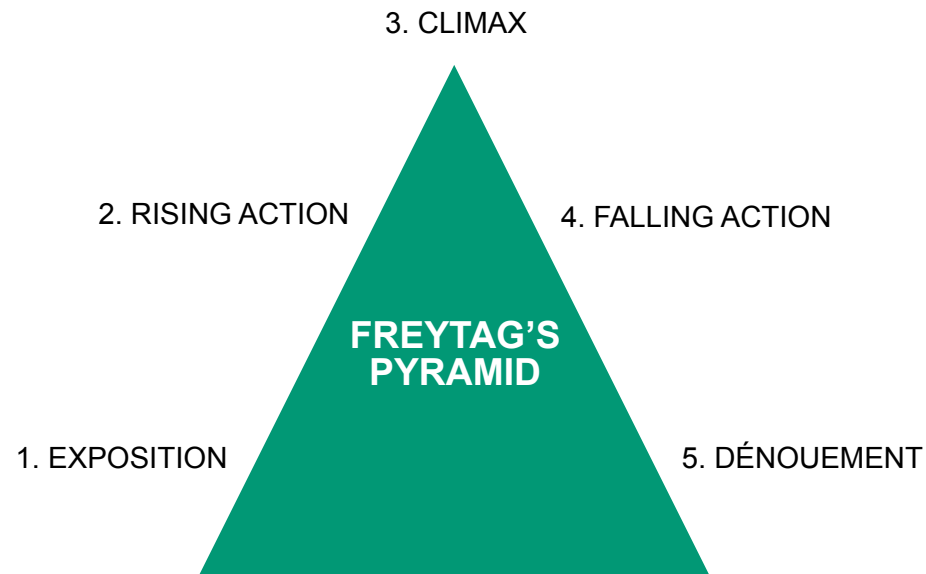
In this exercise, write down words and phrases that would engage each of the areas of the brain shown on the diagram. For example, the olfactory cortex processes smells. Words or phrases that would engage that area of the brain include “bread baking in the oven” and “freshly cut grass.”



EXERCISE: WHYOGRAPHY® FRAMEWORK (FREYTAG'S PYRAMID)

The goal of this exercise is to start building your Whyography using Freytag's Pyramid as your story arc. Have your Whyography Journey Map on hand for quick reference. Start by identifying key moments captured on your journey map that are most relevant to your story and note where you think they belong on the pyramid.

1. **EXPOSITION:** This is the setup of the story. It provides background information about the main character, the story setting and any basic conflict. The exposition includes an inciting moment, which sets the rest of the story into motion.
2. **RISING ACTION:** This is the series of events and actions that move the story toward the climax. During rising action, the basic conflict introduced during the exposition can be complicated by secondary conflicts.
3. **CLIMAX:** This is the peak of the action and the turning point in the story. Everything changes after the climax. Things that may not have gone well start looking up. If the story is a tragedy, the opposite occurs after the climax; things that were going well begin to go wrong.
4. **FALLING ACTION:** This is where story reverses, the conflict begins to unravel and the main character wins (or loses). The falling action sometimes contains a moment of suspense, which causes the final outcome to be in doubt.
5. **DÉNOUEMENT:** French for conclusion, this is where the story ends and the main character is better off than she was at the beginning. (Or, if it's a tragedy, it ends with sadness or loss.)



EXERCISE: WHYOGRAPHY® FRAMEWORK (FREYTAG'S PYRAMID)

Under each section, write a few lines about the key moments captured on your journey map. For now, write the information in bullet points—you'll transform it into sentences and fill in more detail later.

1. EXPOSITION:

2. RISING ACTION:

3. CLIMAX:

4. FALLING ACTION:

5. DÉNOUEMENT:

EXERCISE: WHYOGRAPHY® FRAMEWORK (SH*TTY FIRST DRAFT)

Now transform the bullets into complete sentences. You'll continue to finesse it as you go, and you may move information from one section to another, but the point now is to add anything you think may be relevant to your story. Include as much detail as possible. Set the scene for your audience. Share specifics about your surroundings and what you were feeling in the moment.

Reminders: Write from a third-person point of view (refer to yourself by name or with third-person pronouns like he/she/they). This works well for websites and other business materials and allows you to be more objective. Also, resist the urge to use bright and shiny marketing language or buzzwords, or to heavily edit yourself.

EXERCISE: WHYOGRAPHY® FRAMEWORK (SECOND DRAFT)

In your next draft, you'll continue filling in and shaping your story. Remember to apply what you learned about the neuroscience of storytelling as you continue building out each of the sections. Paint a picture with words! Make it your goal to activate as many areas of the brain as possible.

Thank You for Participating In Whyography Workshop: Write Your Story

GET INSPIRED

Read more Whyographies from hundreds of fierce founders, learn about their entrepreneurial journeys and cheer them on. When your Whyography is finished, you'll have the opportunity to be featured as well!

Read the stories: MyFounderStory.com/Stories

Follow on Instagram and Facebook: @MyFounderStory

GET SUPPORT

If you're in need of support to complete your Whyography or your communications plan, or if you're interested in writing and publishing a memoir, coaches from My Founder Story are available to help through one-on-one and group coaching.

Learn about coaching: MyFounderStory.com/Coaching

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