

Turn Your Everyday Stories Into Content That Make People Say “That’s Me”

*So you can stop overthinking
what to say, share stories that
feel like you, and create videos
that actually connect*

By Andrea Stenberg

Introduction

You're really good at what you do. But something isn't quite working.

You're showing up. Sharing what you know. You're trying to be helpful, clear, maybe even a little polished.

And still... people scroll past.

They might watch for a few seconds. They might pick up a tip or two.

But they're not reaching out.

Not starting conversations.

Not turning into clients.

It's not because you're doing it wrong. And it's not because you need to try harder or post more.

It's because what you're sharing isn't giving people a reason to *connect* with you.

A lot of experts fall into what I think of as the information trap.

We assume that being valuable means teaching everything we know. So we explain. We break things down. We try to be thorough.

But information on its own doesn't stick.

People don't remember lists or frameworks or perfectly structured explanations. They remember what felt familiar. What felt real. What made them think, **“oh... that's me.”**

And if your content isn't creating that moment, it's very easy to be overlooked — even if you're excellent at what you do.

So what do you say instead?

You don't need to come up with something new. You just need to look at your own experiences a little differently.



The S.T.O.R.I.E.S. Framework

Most people are trying to come up with content.

You already have it — you just haven't been looking at it this way.

We're not creating content from scratch. We're finding the stories from your life, to sprinkle into your content, that make someone think: **"Oh... this person gets me."**

S – Skills

Not just your professional expertise - your *human* skills (crochet, singing, solving Rubik's cubes).

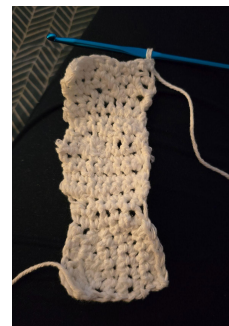
The things that make you relatable and memorable.

Example:

You share how learning to garden taught you patience — and how that shows up in how you support your clients.

Your turn:

What's one story that comes to mind here?



T – Times of Failure

The “**what am I even doing?**” **moments** - when it feels like you might be messing it all up, nothing’s polished yet and you’re figuring it out as you go... but you keep going anyway.

Example:

You talk about the first time you showed up on video, hated how it looked, almost didn’t post it... and what happened when you did.

Your turn:

What’s one story that comes to mind here?

O – Outside Interests

The things you love that have nothing to do with your business — but everything to do with *you*.

Example:

You share your obsession with true crime podcasts and relate it to how you analyze patterns in your clients’ businesses.

Your turn:

What’s one story that comes to mind here?

R – Relationships

Stories about the people (and pets) in your life.

Example:

A conversation with a client, your partner, or even your dog that perfectly captures a challenge your audience is facing.

Your turn:

What's one story that comes to mind here?

I – Inner “Why”

The real reason you care about this work.

Not the polished version — the honest one.

Example:

You share the moment you realized you didn’t want someone else to struggle the way you did, and how that shaped your business.

Your turn:

What’s one story that comes to mind here?

E – Everyday Experiences

The small, ordinary moments that everyone recognizes.

Example:

Standing in line at the grocery store, overhearing something, or noticing a pattern that instantly connects to what your audience is going through.

Your turn:

What’s one story that comes to mind here?

S – Standards & Values

What are the core beliefs that you bring to everything you do - work, play, relationships?
Think equality, fun, commitment, excellence, love.

Example:

You talk about why you don't believe in hustle or burnout as a business strategy and what you choose instead.

Your turn:

What's one story that comes to mind here?

You probably already have a few stories in mind after going through this.

You don't need more ideas. You need a way to turn the ones you already have into something that actually connects — content that builds trust *and* quietly shows people what you do and how to work with you.

That's exactly what we're doing together in **The Story Well** — a live workshop where you'll find stories you didn't know you had, and leave with at least one finished, ready-to-use piece of content.

Two live sessions — pick the one that works for you:

 Tuesday, July 29 @ 10am ET

 Thursday, July 30 @ 7pm ET

[Click Here to Save Your Spot — \\$47CAD](#)



About Andrea

Andrea Stenberg helps heart-centered entrepreneurs tell stories that make people stop, listen, and say, "oh... this is the person I've been looking for."

Because you can be incredibly good at what you do... and still struggle to be seen, understood, or chosen.

Not because you need more content. But because the right story isn't being told yet.

As a former journalist and magazine editor, Andrea knows how to find the thread that makes a story land — the hook that pulls people in and the moment that makes it all click.

Through ***Courage to Be Visible***, Andrea helps Generous Experts turn their ideas and experiences into content that builds real connection and trust — no performing required.

Her clients don't just get more visible. They become memorable. Recognizable. Chosen.

Ready to be more visible for your business? Book a [Visibility Action Session](#) with Andrea.

