

EVERYONE
HAS A STORY

GATHER YOUR STORY *Guide*

STORIES MATTER



We all have stories.

Stories about our lives and our businesses.

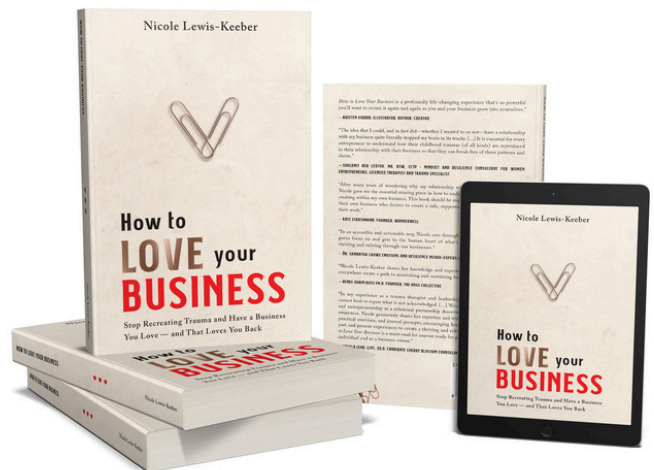
When you share your stories:

- It creates connection
- Catches attention
- Builds relationships
- Uncovers opportunities

People connect with stories. It's what inspires curiosity and engagement.

We love to help authors and speakers share their stories.

Ready to get started gathering your story?



WHY GATHER?

Small business owners are prolific content creators.

We're always looking to create the next thing.

But we tend to leave a trail of incredible content in our wake and rarely look back.

Think about what you have already created. Years of blog articles, opt-in gifts for your website, discarded drafts of your books or talks.

And... what about the stories?

The ups and downs of your life and business experiences. What are you leaving out?

This ALL matters. Individually they might not seem engaging, but when you look at them collectively, it's what makes YOU, well YOU.

START GATHERING

Start to pull together all the parts. What have you created? What are the stories you tell? Consider some of the stories you DO NOT tell, it may be the missing piece of your story that formed who you are today.

The next few pages include a checklist for guidance and worksheets to take notes.

Gather all the things in a way that works for you. It can be in a spreadsheet, a project management tool, or a Google Doc. It doesn't matter, only that it's easy for you.

GATHER IMAGES AND VIDEOS

Look for an expression that captures your personality or clips of videos where you share a compelling idea or story.

GATHER MEDIA AND PODCAST INTERVIEWS

Be the audience. Listen to past interviews, read media placements. What jumps out? Copy the text or note the timestamp then add it to your growing list.

GATHER CONTENT

Look at past blog articles, presentations, and social media posts that your audience liked and responded to. What caused a reaction? How does it fit into your story?

GATHER STORIES

What happened in your life and your business? What influenced your choices? What are the things that matter? It's likely that they matter to your audience too

GATHERING LIST

IMAGES

- ☐ Images on phone
- ☐ Images in Dropbox/Google Pictures
- ☐ Photoshoots, consider a new shoot
- ☐ Images of products, programs
- ☐ Images from live/virtual events
- ☐ Images of personal items, travel, that can be used as your personal stock image library
- ☐ Images from your website

MEDIA AND PODCASTS

- ☐ Links to videos from programs, interviews, speaking, website
- ☐ Note beginning and end times or segments that can be used for marketing or added to your story
- ☐ Grab screenshots
- ☐ Share on social media

BRANDING

- ☐ Gather your branding elements in one place - fonts, brand colors, messaging
- ☐ Be consistent with your brand across everything you create

VIDEOS

- ☐ Links to videos from programs, interviews, speaking, website
- ☐ Note beginning and end times or segments that can be used for marketing or added to your story
- ☐ Grab screenshots

CALENDAR AND CRM

- ☐ Go back in time, look at past calendar events, meetings, zoom calls, notes.

PRESENTATIONS AND DOCUMENTS

- ☐ Look through past presentations and documents from programs, your website and pull content that tells your story
- ☐ Review past blog articles
- ☐ Review past social media posts that had good traction

STORIES

- ☐ Gather the stories you tell
- ☐ Personal stories
- ☐ Business stories
- ☐ Show who you are through your stories, but only share what you are comfortable sharing

Hi, I'm Donna



I'm the Founder and CEO of Cravotta Media Group, and the creator of BeVisible.club and The Real 50 Over 50: The Wisdom Revolution, a weekly livestream series that's featured over 150 women redefining visibility and success in their Third Act.

After 40 years of working, I hit pause and rebuilt everything.

What emerged was my life's work: guiding accomplished entrepreneurial women to gather their wisdom, reclaim the parts of their story they've left behind, and turn it into a sustainable business that reflects who they are now.

My approach is rooted in strategy, storytelling, and truth.

I guide women as they make sense of what they already have, clarify what's next, and step into intentional visibility that feels natural, not performative.

This isn't reinvention. It's remembering who you are and building a foundation from there.

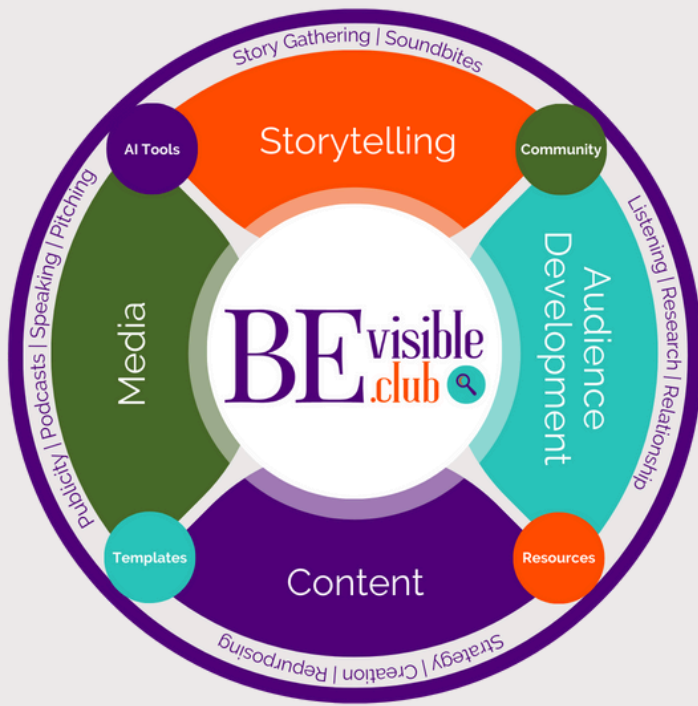
Because when you're grounded in your story, visibility stops being something you chase. It's something you become.

A handwritten signature in black ink that reads "Donna".

  @DONNACRAVOTTA  @CRAVOTTAMEDIAGROUP

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CRAVOTTA
MEDIA GROUP



A year-long guided experience for 20 accomplished women over 50 building sustainable, values-based businesses, without the hustle or hype.

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Weekly LIVE Interviews

Wednesdays
at noon ET



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