

# HERA BUSINESS BUILDING GUIDES

2026  
*Share not Sell*



COPYRIGHT HERA

# HOW TO SHARE YOUR STORY, RATHER THAN SELL

## Why This Matters

If you want to grow and develop your life and business with HERA, learning how to share your story is essential. When people understand why you do what you do, they connect, trust, and remember you. This is not about self-promotion. It is about **belonging, clarity, and confidence**.

Successful businesswomen are community-driven as well as financially focused. When you build your personal brand first, your business grows more naturally and sustainably.

At HERA, we believe that when we truly know each other, we rise together.

Sharing your story is not your life story. It is a short, clear, memorable statement about you and why you do what you do. People care less about the details and more about the **results, relief, inspiration, and change** they can experience through you.

When you share your story, you build trust, connection, and visibility. You show your purpose, your heart, and the benefit of working with you. You also grow confidence, show leadership, and create opportunities.

The deeper our connections, the bigger the opportunities become.

Over the past decade, we have seen new businesses born, grow, and thrive. This year, we are adding structure because I want us to have our **best year yet**. I want each of you to build your business, grow confidence, be seen, and step into your leadership. These frameworks provide us with a genuine space to share, learn, and grow together.

This is one of the new ways we will work as a collective. We will share the journey, learn about ourselves and each other, and build familiarity and trust. When we understand you and your story, we can **speak about you, recommend you, and open doors for you**, even when you are not in the room.

This is how community becomes opportunity.

## Step 1 – Write a Snapshot Story

### *Caron's Example*

I'm passionate about helping people feel confident, alive, and connected to themselves and their work. I love showing people what's possible when they strengthen their personal psychology and gain mental clarity. I struggle to see others get in their own way; it physically affects me. I'm weird and wired like that!

I believe we only tap into a tiny fraction of what is possible in our minds, bodies, and souls. I know that when I am at my best, it is because I am in my element, doing work I love, with people I care deeply about, and trusting that I am supported by something bigger than me.

I wasn't raised to take up space. As a child, I was often scolded for asking 'why.' I was naturally curious and daring, which felt unsafe to my mum, who wanted life to be linear, predictable, and secure. I rebelled...

Now, I have grown sons, and I love having real conversations with them about what drives them and how they want to live. Most mornings, you will find me writing or studying. I never tire of learning. I'm so hungry for it.



That's why I do this work. I'm passionately driven to help others strengthen their personal psychology, gain mental clarity, and build emotional sovereignty, so they can live and work with freedom, confidence, and love their lives. I know how it feels to be held back.

I help people explore what's possible by strengthening their personal psychology, mental clarity, and emotional sovereignty, tailoring tools and guides so they can remove all blocks.

## Your Turn: Write Your Snapshot Story

This is the **first and most important step**. You write your story first using the prompts. Once you have it, you will condense it into a short, shareable version that you can use at pow-wows, gatherings, online, email, or in conversations. Your written story is the **foundation**. Your shareable statement is the version that travels.

### Prompts

#### Why you do what you do

I am passionate about \_\_\_\_\_

I love helping people \_\_\_\_\_

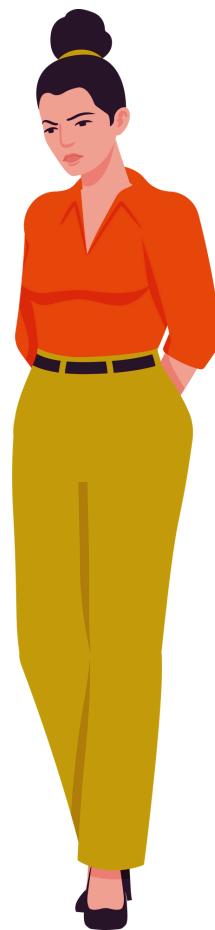
#### Who benefits

My work is for anyone who wants to \_\_\_\_\_,  
\_\_\_\_\_, or \_\_\_\_\_

#### What shaped you

I was not raised to \_\_\_\_\_, but I have learned  
\_\_\_\_\_

Something about my life that shaped me is \_\_\_\_\_



## What do you help with

I help people feel \_\_\_\_\_  
so they can \_\_\_\_\_

## Heart-line (1-2 sentences)

I help people \_\_\_\_\_ so they can \_\_\_\_\_

## Step 3 – Condense Your Story

1. Read your snapshot story.
2. Highlight the parts that feel **true, warm, and alive**.
3. Turn it into something **short and shareable**, a few sentences you could comfortably say out loud.

This becomes your **go-to message** for HERA.

## Step 4 – How You Will Use This Inside HERA

Share your story at pow-wows, gatherings, events, online, by email, or in one-to-one conversations.

- As we hear your story, we get to know you.
- As we know you, we can speak about you.
- As we speak about you, opportunities grow.

This is one of the powerful ways in which we build business, friendship, and momentum together.

**Together, if we step in, share, and connect this year, we can make it HERA's best year yet — for our businesses, our growth, and our community.**