



Share & spread

your story

# Leading *Rebels*

Hey there rebel!

It can seem like a noisy world out there. With all the social media posts and content channels like blogs and podcasts, it can feel like everybody's out there shouting at the top of their lungs and nobody's actually listening. But as I will keep repeating: You have something valuable to say.

Now that you've found and owned your story, it's time to and share and spread it. If you want to know how to have people actually listen and provide them with something valuable to take away from what you share, then this is the perfect worksheet for you!

Follow the prompts and you'll be able to reach your ideal audience by the end.

Keep being a rebel,

*Kat*

This worksheet is based on S3E9 of the Leading Rebels podcast – make sure you've listened to it at [www.leadingrebels.com/39](http://www.leadingrebels.com/39) before you dive in!





## 2. *You get what you give*

Where you'll provide free support, encouragement, solutions, etc.:

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What I can share that provides value:

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### 3. *Consistency is key*

Where your dream audience hangs out:

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How you like to communicate:

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Where I'll show up:

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When I'll show up (how often, which days, etc.):

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## 4. Create a game plan

What are your key pillars? The main categories you want to speak about?

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What is the goal you want to achieve by spreading your story?

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Where is your home, the main place you want to drive people to?

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## 5. *Build a toolkit*

How you'll stay in the know about the key topics you focus on:

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Where you'll pitch yourself to share your story:

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Who do you want to build a relationship with? How can you connect with them?

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# Great job!

Congrats, you made it! Cheers to you for taking the leap and getting out there to share and spread your story. If you found this helpful, I'd love to hear from you somewhere on the interwebs where I hang out, links below.

Oh, and if you're considering if launching a podcast might be the right way for you to share your story, take the free quiz I created to figure it out: [www.katbrendel.com/quiz](http://www.katbrendel.com/quiz)



## Let's connect



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