



Define your hero's journey

This section is designed to help you define your Hero's Journey by identifying the struggles that shaped you, the lessons you've learned, and the obstacles you're still working through.

*Heroes transform.
Villains arrive.*

What's a real challenge you faced in your work/life that forced you to grow? Try and make it as recent as you can.

What problem felt impossible to solve at first, but you eventually overcame?

How did you change because of this challenge?

What is something you're struggling with, right now?



Spot your villain tendencies

With love, let's look at our current social output and see if we recognise any villain tendencies in what we've already got out there.

Perfection is the villains disguise. Growth is the heroes truth.

Look at your recent social media posts, LinkedIn updates, or content.

- Are you only highlighting wins and achievements?
- Do you ever show moments of doubt, failure, or lessons learned?
- Does your content invite people into your journey, or does it just show the results?
- Be honest: are you portraying the unstoppable, perfect expert, or the flawed, learning hero?

Vulnerability check

We don't want to use our audience as a therapist. (Even though it's cheaper). So let's check that we aren't spilling too much.

Heroes evolve, villains insist they were right all along.

Test your vulnerability level.

- Am I sharing this to connect, or just to seek validation. (Validation seeking looks like, you're expecting someone to say, yes this is really bad, yes this does suck, yes you are being rightfully angry, which is fine in our personal lives but maybe not our PR.)
- Have I worked through this challenge enough to tell a clear story rather than just vent?
- Would my audience say, wow I relate to this, or 'ugh, here we go again!'



Reworking your story

Let's assess the current story....

No one roots for the character who has already won.

Find a moment of real struggle and draft a short post or story sharing:

- What went wrong
- How you felt during the process
- The turning point that led to growth
- The takeaways that others can apply

Commit to your arc

Let's work out what we're actually going to say...

*Show us the battle, not
just the trophy.*

What's one story you can share this week that let's people in on your real journey?

What messy middle moment do you usually hide but could reframe into a lesson?

How can you show growth in progress, rather than just the polished success?

Share and reflect

Post your new hero's story somewhere. LinkedIn, Instagram, a blog or even just tell a friend.

See how people engage differently when you show both struggle and transformation,

How can you show growth-in-progress, rather than just the polished success?

Social media prompts

Transformation

- A year ago I struggled with_____. I thought it was impossible to _____, but here's what I learned from the experience....
- At the start of my journey I believed_____. I was completely wrong, and here's why....
- I used to think success looked like_____ but I've learned it actually looks like_____
- The moment I realised I needed to change everything was when_____ happened. Here's what I did next.
- I never thought I could_____, but after_____ my perspective completely changed
- People often think_____ is easy, but my experience taught me otherwise. Here's my story....
- If you'd told me a year ago that I'd_____ I wouldn't have believed you. Here's how it happened.
- The biggest misconception I had about___ was_____. Here's what I learned the hard way.
- Whe I first started_____ I failed miserably. But here's what changed everything....
- I thought success meant_____ but now I know it really means_____

Failure and growth

- Here's a time I completely failed at_____ and why I'm grateful for it now.
- I thought I had everything figured out, until_____. Here's how I recovered.
- I made a huge mistake with_____, and if you're dealing with something similar, here's what I'd do differently.
- I found_____ so incredibly hard. If I could go back in time, here's what I'd say to myself....
- I once thought failing at_____ would ruin me. It didn't, and here's why....
- Nobody talks about the ugly side of_____ so let me share mine.
- What's one mistake I'd never make again? _____ here's why....
- I took a big risk with_____ and at first it failed spectacularly. But then_____ happened.
- Most people quit after failing at_____. Here's why I didn't.
- I thought_____ was my biggest failure, but it turned out to be my biggest lesson.
- This is what I wish I'd known before failing at_____



Social media prompts

Messy middle moments

- Right now, I'm working through____, and it's honestly tough. But here's what I'm learning along the way.
- I haven't figured out____ but here's what I do know so far.
- Most people only share the wins, but here's a challenge I'm still navigating....
- Some days I feel like I'm crushing it. Other days____. Today was one of those days....
- I know I'm on the right path, but man, _____ has been harder than I expected.
- What nobody tells you about chasing____ is that it's not all____. Sometimes it's____. Here's my experience....
- I'm still in the middle of____, but I want to share a lesson I'm learning as I go.
- Ever feel like you're stuck between where you are and where you want to be? That's me with____ right now. ...
- Here's a real time look at the struggle of____. No neat ending yet, just the raw journey....
- I'm still figuring out____, and I'd love to hear how you navigate it.

Thank you

Thanks for committing to this workbook.

If you'd like to explore your brands story, identity or personality, please send me an email and I will arrange a complimentary 1 hour chat.

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If you've stumbled upon this workbook and you aren't sure where it's from, please go look at the accompanying blog on my website.

<https://katiebarbermarketing.com/2025/03/08/villain/>
