It’s time for the brain dump.

Let’s just acknowledge that a blank piece of paper can be pretty terrifying—and that writing about yourself is probably the last thing you want to do.

Complete the questions on the following page and put some effort into your answers—these thoughts will fuel your brand story. Don’t worry about be clever or memorable, just write as a form of self-discovery.

Here’s how to power through.

1. Set a timer for 45 minutes.
2. Sit down and answer all the questions on the next page. Don’t worry about spelling or punctuation or sentence. Heck, it can be one long sentence. Just get it down on paper. You’re not crafting, you’re dumping.
3. Don’t float on over to Facebook or Instagram, or Twitter. Write.
4. Now you have some text to work with.

# Channel your Katie Couric.

“But I really, really hate writing,” you might be saying. Fine, we can work with that.

Just pick up your iPhone, download the Dragon dictation app, and start answering the questions. (Make sure you talk slowly and clearly, because the app makes plenty of mistakes, many of which are humorous.)

Or head over to Google docs, and under the tools menu, you will find dictation. (I use this feature a lot in all of my writing.)

Either way, you’ll come out with some editable text to work with.

# Questions to get you started.

1. Why did you start your business?
2. What are you most passionate about professionally?
3. What are you really, really good at?
4. How are you different from your competition?
5. What’s the problem facing your clients?
6. How do they feel as a result of this problem?

1. What sort of things might they say or experience as a result of this problem? Go ahead, give an example.
2. What’s the one problem you can solve for your clients?
3. What’s the biggest contribution you can make?
4. What results have your clients seen as a result of working with you? Stats are great here (e.g., increased sales by 14%, reduced costs by 10%, saw an uptick in conversions, received major coverage on web, TV, etc.)
5. Who are your past clients, and what sort of projects did you do for them?
6. What do your favorite clients (the ones you’d like more of) say about you?
7. What school did you graduate from? Did you study under or work with notable figures in your industry? Have you earned certifications?
8. Show and tell time: have you won any awards or industry accolades, or appeared in noteworthy press—either personally or as a professional?
9. It’s the weekend. You’ve been banished from the office. What are you doing?
10. Any volunteer activities you’re crazy about?
11. Who inspires you, online or elsewhere? Who do you want to emulate?