

3 SECRETS TO CRAFT A *Magnetic* BRAND STORY

that Skyrockets Your Business &
Transforms Your Audience



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You're an entrepreneur, and you've got A LOT going on. I know, understatement of the century.

You're being pulled in a zillion different directions, putting out fires
and managing people who don't always seem to understand your vision.

Your ideas are splattered all over the place (and not in that cool, abstract art kinda way).

Running your business is sucking up all your focus and attention,
and while things are going okay, they could be going so much better.

Deep down, you know you're not truly expressing yourself in your business.
You watch your peers tell their brilliant brand story on stages, in the media, and during their massive 6- and
7-figure launches and you wonder -- why not me?

**You know crafting a magnetic brand story is the answer.
But – you're not really sure what your story IS.**

You have memories and moments stored up in your brain, but which one do you pluck out?
Which story will resonate with an audience? Which story is true to YOU, and not some variation of
what you see working for someone else?

You want recognition and to be seen as a credible, authority figure in your space.

You've been trying to tell your story, or want to tell your story, for years.

No more procrastinating.



It's time to take bold action and
begin *unlocking* your brand story now.

Why STORY?

**It's a scientific fact:
human beings love stories.**

Stories are 22x more memorable than facts. Our brains are genetically wired to perk up, pay attention, remember, and take action when information is presented in the form of a story.... Our brains literally produce feel-good chemicals that affect our behavior when listening to a good story!

If you've ever lusted after someone else's brand, wondering why they seem to know just the right things to say that captivate everyone's attention, and why they seem to get all the opportunities...

...it's not because of their products or services or business structure.



It's because of their *story*.

Their story is why they land all of these amazing opportunities.

And when you create your own powerful brand story, you'll go from "meh" to "magnetic."

It's important to note that no one is born a naturally amazing storyteller. So if you're already rattling excuses like: "I'm not a good writer" - STOP. Just stop.

Storytelling is a skill, and requires multiple steps to get it right (hey, if it was easy - everyone would do it!)

**And you can't just tell your brand story. You must embody that story.
You can't just pump out shallow soap opera-esque narratives.
You need a brand story that's **MAGNETIC** and **AUTHENTIC**.**

Trust the process and stick with me. Your brand story journey is just beginning.

My STORY



If we haven't met yet, I'm Celinne Da Costa.

I show high achieving entrepreneurs and executives how to stop being subconsciously controlled by their past; and instead unlock their true story and self-worth to build aligned, purpose-filled, and impactful businesses—without spending years in therapy or overdosing on personal development courses.

I've contributed to and have been featured in major international publications, including Forbes, Entrepreneur, HuffPost, Business Insider, Thrive Global, and TEDx, and have a loyal tribe of 70,000+ dreamers following my work around the world.

As for *qualifications?* I am a...



Master Neuro-Linguistic Programming, and Breathwork Practitioner



Certified in Life, Motivational, and Emotional Intelligence coaching



I've worked with a range of 6, 7, 8, and 9 figure clients across 20+ countries, including some of the top experts in their field.

I see my entire life as one epic story, with every piece leading my heart and mind to where it is today.

Growing up as an immigrant in the United States, I was sold the idea of the "American Dream" - but that white-picket-fence fantasy was far from my actual experience.

My childhood was littered with various traumas and an extremely precarious financial and family situation. From a very young age, I developed my armor: roll up my sleeves, shove away emotions, get it done, and get the hell out of my current situation.

In high school, I worked 30+ hour weeks to help my mom pay the bills at home while getting perfect grades and securing a scholarship to an Ivy League school.

On graduation day, I remember whispering to myself: "I did it." I got out. Or did I?

I escaped to university, but I didn't escape my old patterns. There I was again: rolling up my sleeves, stuffing away emotions, getting it done, and getting the hell out.

My next escape? A high-powered advertising agency in Manhattan.
A dream job, or so I thought.

But here I was again, miserable and completely unfulfilled. I wanted out.

It was never "enough" - because I continued to try to fill my empty void with degrees, or promotions, or men, or performance reviews, or raises, or swankier apartments.



Survival mode. Blinders on. Strip the emotions.
Get in. Get out. On to the *next.*

Three years into corporate, I finally cashed in my vacation time and took a 2-week volunteering trip to Cambodia. Spending time in that orphanage and witnessing the unspeakable conditions left me heartbroken and forever changed.

Around the same time, my Grandfather passed away.
He was the only person in my life who truly followed his purpose: becoming a musician.

His death also left me heartbroken and forever changed... and it felt like a symbol.
The only person in my life who did what they wanted to do, is no longer here.

I knew in that moment if I went back to New York, I would die.
I couldn't spend another day robotically living my life, cycling through the same toxic patterns, desperately trying to fill a void.

I threw dynamite on my old identity and rebuilt myself, spending close to a year putting my fate into the hands of people - mostly strangers - around the world. An astonishing 100+ hosts in 20+ countries across five continents opened their homes to me. I believe they did this because they recognized in me what they recognized in themselves: a hunger for purpose, to do more with our days than just work, pay bills, and die.

I was able to *rewrite my story.*
The story I wanted to tell,
not the one I was conditioned to tell.



And by telling my story every single day, I became like a magnet for others wanting to tell their stories. This is where my work began, teaching people how to tap into their story - the story they wanted to tell and not the one they “think they have to” because they’ve been conditioned.

Within 9 months, I made my first \$100k with a location-independent business that allowed me to travel full-time, set my own schedule, and work with clients I loved. More than that, I was helping people connect with their deeper truth, grow their brand, share impactful messages, and get visible in their industry... all by telling better stories.

This used to be the climax of my story, until my old patterns returned.

I became so caught up in the hustle & grind of a now multiple six-figure business that all of my old patterns and beliefs returned, and I became a raging workaholic. I designed my life with money, and exotic travel, and a beautiful villa in Bali, but I was still trying to fill this giant hole in my heart.

I crumbled to my lowest point in years during one of the most epic times in my business. I pulled off a \$50k launch - making in a month what used to be my entire year salary in NYC.

Then, my biggest dream came true - I was invited to do a TEDx talk. But I was so burnt out and physically sick from my old patterns and beliefs raging through my mind & body that I landed myself in the emergency room, twice.

I was alone and scared. No one showed up to my talk because, well, I had become such a high achiever at that point that the people in my life just thought this “achievement” was like a regular old Tuesday.

I knew things had to change, but I didn't want to throw dynamite on my old identity once again.
I loved so much of the life I'd built and the story I was telling.

I didn't need to burn it down. I just needed to embody the story I already had.

This embodiment meant digging into my subconscious mind - unraveling childhood traumas, limiting beliefs and patterns and actually embodying the story that I've told, and becoming that story from the inside-out.

**My story, every twist and turn, has led me to the work I do today
to help others create a magnetic and authentic brand story.**



Without further ado, let's dive into the
3 secrets to crafting your *magnetic* brand story.

Secret #1:

Stories...
with
benefits

**To craft a magnetic brand story,
you must first understand who it will benefit.**

Who out there needs to hear your story? It could be your clients, your social media audience, your community, or close circle of friends.



Ask yourself: who are the people who will be
most *touched* by what you have to say?

(P.S. the more specific and clear you are on this, the better you can reach them with your message because you'll know who you're talking to!)

List three audiences below:

And, let's not forget that in the end, your story is about you!

When you learn to unapologetically express your story, and fully embody that story, you'll unlock parts of yourself that were previously unknown to you. Imagine how good it will feel to understand yourself better like that.

Having that strong foundation of knowing your story, why it's important, and why it matters will liberate you to focus on your bigger goals.



Make a list of **3 goals** you'll achieve
by sharing your story.

Be specific (example: *I will finally pitch my story to Forbes, I will have the confidence to raise my prices, I will release my old pattern of people pleasing and finally step fully into a leadership role, etc.*)

Secret #2:

Understand What You'll MISS and What You'll GET

At this point, you understand the power of a brand story, but that doesn't mean you're going to prioritize it.

We get so enveloped in the hustle & grind of building a successful business that we often lose sight of ways that can help us work less, yet make a greater impact. Your brand story will do just that.

First, I want you to think about what you'll miss out on if you don't craft and embody your brand story.

What will happen to all the people you could have helped, but didn't?
The ideal clients you could have connected with, if they only saw the true you?
The profit you could have made if you were getting the media coverage, website traffic, or community growth that could result from sharing your story?

What about the power of uncovering limiting beliefs and patterns that are impeding your growth and fulfillment?

Think about it this way: by not sharing your story, you are depriving yourself and others of so many opportunities to grow and expand.

Make a list of 3 things you'll *miss out on* if you don't tell your brand story.

Now let's dig into what you will GET if you master your brand story. Visualization is a really powerful exercise to get your subconscious on board with mastering your story. What will truly move the needle is your belief in what you're sharing, and why it's important.

Here's a little exercise to get you there: close your eyes and put yourself in a *meditative* state.

Play a movie in your head in which you've already achieved the goals listed in the last "stories with benefits" exercise, and feel what that would be like. What are the emotions running through your body? Who are the people around you? What can you see? *(example: your name in headlines, bank statements overflowing with money, your loved ones cheering you on, your clients' smiling faces, etc)?*

Then, think of one action you can take right now *(example: a post on social media, writing in a journal, or editing your website)* that will move you a step closer to sharing your story the way that feels right to you.

Use the space below to sprinkle thoughts from your visualization exercise and state your "action step."

BONUS POINTS: Tag me @celinnedacosta with your action, so I can see what you've created!

Secret #3:

Let go
of what
others
think.

What will people think or say is an ever-existing concern for most of us, no matter how comfortable we get with sharing our story. You're not alone in this. Part of owning and embodying our story is letting go of what other people think.



Remember that:

People's opinions don't pay your bills, and... There's very little that you've gone through that hasn't already happened to someone else, and... People's negative reactions to you are often a reflection of their own insecurities.

You can choose to keep yourself small, or you can choose to rise beyond the constraints that others set on you.

When you become the master of your own story, you'll see that your physical world will transform to match your boldness and the right people and opportunities will be attracted to you.

So now, I have two final exercises for you...

**First, list the 3 things you're holding back on doing,
or saying, because you're afraid of what people will say.
List these on a piece of paper.**



Then, crumple up that paper,
rip it into shreds, or burn it to the ground!

Throw away your last f*ck.

Then, let's make a pact, shall we? Consider it a not-so-legally-binding contract. But one that you should take just as seriously. Fill this out below, and refer back to this page whenever you feel yourself tempted to hold your magic back because of what someone else might think!

I, _____, solemnly swear that I won't
give a f*ck what other people think and will craft,
embody and share my story with unabashed truth.

signature

What's NEXT?

Congratulations!

You've just taken three important steps to craft a brand story that's magnetic and authentic. But your journey doesn't end here.

Here are some ways we can continue working together and stay *connected*.



Join the **Courage Collective Facebook Group**

This free group is for visionary entrepreneurs who are ready to own and embody their brand story. Get access to a badass community, captivating content, and exclusive offers inside!



Purchase my guide
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For just \$47

you'll gain instant access to a vast sampling of the emails & storytelling strategies I use to achieve consistent \$50k+ course launches.

Perfect for course creators, service providers, or anyone who sells with email -- this guide includes the EXACT emails I've used to inspire your own launch, plus a breakdown of my foolproof Story Embodiment Formula™ that will help you secure more clients & more cash by unlocking and communicating your true purpose.



Purchase the guide here

Enroll in the course:

Tell Your Brand Story

My signature program to guide you through the process of creating and embodying your magnetic and authentic brand story. In this course, you will come away with a clear understanding of your brand essence, craft your signature brand story, discover how to tell consistently compelling stories that move people to action, and unlock more purpose and passion in your work.



Learn all the details and enroll here

Love and Courage,

Celinne



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