

Write Your Story

As a nutrition communicator, what and how you communicate is unique to you, based on your experiences and interests. Your story defines your signature style. This tool is designed to help you write your story and help you define your ideal audiences, messages, and channels for effectively and confidently communicating.

“Once upon a time...” You will begin writing your story by reflecting on what has led you to where you are now. But, you will not stop there. Your story is not finished. You will also consider what you want to include in the chapters yet to be written. Let’s get started... Allow the questions that follow to inspire and organize your thinking, but don’t feel constrained by them. Brainstorm your ideas and answers to each question and then summarize your thoughts in just a few sentences per area. Suggested phrases are provided to begin your summaries, but feel free to write your own opening phrases to best tell your story.

1. When did you first have the idea that you wanted to become a nutrition professional? What led you to pursue this career?

I was inspired to become a nutrition professional because...

My interest in becoming a nutrition professional began when...

Many things influenced my decision to become a nutrition professional...

2. Everyone eats, so everyone is a potential audience for nutrition information and services. What audiences are you most drawn to? Why do you want to reach these audiences? What experiences with these audiences have caused them to be your preferred audiences?

I am drawn to working with _____ because...

The audiences or audience that I believe I am best suited to help are/is _____ because...

My experiences working with _____ have made them my preferred audience because...

3. The subject matter that we gravitate to is part of our signature style. What topic areas are you drawn to learn about and communicate to others? What personal and professional experiences have led you to these interests?

I feel competent to communicate about _____ because...

I love to teach others about _____ because...

A variety of experiences have given me insight into _____ that I feel can be helpful to others...

4. Each of us has unique skills and talents that we can use to deliver our messages to others with competence and creativity. What activities do you gravitate toward? When do you feel in your “sweet spot”? What do others ask you to help with because of your expertise? What communication channels do you have the most knowledge and experience with?

My favorite approaches to communicate or provide a service include...

I feel energized and creative when I...

My signature style could be described as... because...

5. How have you used nutrition communication knowledge and skills to be effective in your work? Describe an example of how being audience-centered, evidence-based, creative, clear, organized, etc. has helped you achieve your desired outcomes as a nutrition communicator:

I realized the importance of _____ when I ...

I achieved _____ when I implemented ...

When I took the time to _____ I was able to ...

6. In what areas are you interested in building your communication knowledge, skills, and confidence? What is something you hope to accomplish as a nutrition communicator? Is there something new you would like to try? What direction would you like your career to take? What would you like your next chapter to look like?

I need to learn more about...

I would like to become better at ...

I would like to try...

Now it is time to put it all together. . .

Compile the sentences that you wrote to summarize each area and rework them into a story that illustrates why you do what you do, what you do best, and what you aspire to do in the future as a nutrition communicator. Please share your story to be an inspiration to other nutrition communicators. Submit to barb@nutritioncommunicator.com, along with a photo, and it will be added to “Our Community” page on www.nutritioncommunicator.com. Include your social media links to help others connect with you.