



The Story Module

Section One: Finding Your Story

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What's Covered: In this first section, we dive into the first module of the YBI Method: STORY. We'll discuss your Five Facets, your Energy Triangle, your Magic Device, and your Style Bio..

Why It's Important: Think of your STORY as your BRAND. Every creator needs to determine their brand with intense and thorough clarity so they can be sure that they're putting all their resources in the right place, projecting a unique image, optimally connecting with their followers, outpacing the competition, and making great production and marketing decisions that emerge from an overall plan that fully takes into account who they are and what they want to achieve. Further, having a clear understanding of your story will help your conversion rate, which will ultimately help you achieve natural growth. In short, your SUCCESS starts with your STORY, because once you know your STORY you know what to SHOW and SHARE, which is why we concentrate on it in this first section.

Takeaways: A solid and actionable sense of where you come from, what you care about, what you want to be, why people want to know you, what makes you unique, what your three most compelling qualities are, what your most compelling asset is, and what your style is. In other words, everything you need to know to have a super clear sense of who you are, what you want, and how you're going to achieve it.

Actions: Know your 5 Facets, your Energy Triangle, your potential Magic Devices, and your Style Bio. Fill out the Section 1 Worksheet.

Introduction: Story = Success

Welcome to the Story Module of the YBI Method. I'm so proud of you for deciding to take this dive deep into optimizing your social media empire, journey through this amazing and critical discovery process, and dedicate the time and energy it takes to make yourself a successful model. You're going to do great!

As mentioned, this Story Module is the first module of the YBI Method, which is composed of three steps: Story, Show, and Share. Story is about developing your brand and the various ways you want to represent it, Show is about producing the content that displays your Story most effectively, and Share is about growing your followers into the millions. So you're taking the first step, which, I assure you, is in many ways the most important one.

You should think of this Story Module as the first part of the three-part development process Hollywood goes through before they send a film to production. In fact, the YBI Method is based on the three steps that Hollywood has used for over a century to make big films, stars, and money: Development (Story), Production (Show), and Distribution (Share). Story, or Development, is the early, behind-the-scenes prep work that nobody but the creator ever sees but that has always had to be done throughout history before a masterpiece can be produced. And that's our goal here – making your social media presence a masterpiece.

In short, Story is first. If you have a good Story, you can have a good movie. If your Story sucks, nothing will save your movie. And it's the same with social media, because, in a certain sense, your social media is a bunch of posts that over time make up a kind of Story. And if that Story is great, you prosper.

Ultimately, Story helps you answer the most important question you'll ever ask yourself – what should I produce (and then post) next? It's actually a difficult

question. But when you know your Story, the answer actually becomes very easy – you should produce and post next what fits your Story. As you post, you're literally pulling your followers along...after all, they're called "followers"! So you need to be going somewhere exciting and captivating. That's why identifying your Story is the first thing you need to do to ensure you have a huge, awesome social media empire.

Step 1: The Five Facets

The YBI Method is first and foremost about making social media stars, and every star starts with a Story, and your Story is made up of what I call your Five Facets: 1) where you come from, 2) what you care about, 3) who you want to be, 4) why people want to know you, and 5) how you're unique. It's out of these Five Facets that you craft the must-follow personality that transforms you into a social media Star. If you don't figure out your Story before spending tons of time and money on your Show and Share, you'll be producing and posting content that no one cares about. You need them to care, and it's your Story that will make them care.

So let's look at each of these Five Facets and talk in depth about what each one means, how you should think about each one in order to optimize your likability, and the ways in which each one will contribute to your impending social media stardom.

Facet #1 – *Where You Come From*

The first facet is: Where do you come from? Now, each of us can answer this question in a basic, simple way. For instance, I come from rural Washington. I can get more personal and say I come from a close-knit middle-class family composed of three kids that mostly got along and that is led by a father who is a professor and a mother who is a data analyst. And I can get even more biographical and say I mostly lived in the same house growing up, that house was in a beautiful natural area, my education was entirely in public schools that I

would rank as “ok,” I have a history of enjoying sports and the arts, and my home environment was largely peaceful and supportive. That’s where I come from.

Now, all of these facts are very good and valuable when it comes to answering the first facet – where I come from – but in a sense they’re like the ingredients of a recipe that haven’t been combined in the proper quantities and in the right way to make the perfect cookie dough. That “perfect cookie dough” is what you’re looking for when you answer the question “where do you come from?” That perfect cookie dough is more than just the facts. And the word I would use to describe what’s needed above and beyond facts to make that perfect cookie dough is DRAMA.

Yes, it’s the Drama of where you come from that makes people actually want to follow you. By drama I mean the way in which facts interact in your thoughts and emotions such that this interaction has created a force that has propelled you through time. It’s the force that has made you who you are, and it’s the force that is carrying you forward. And it’s the force that makes people want to follow you!

Now let’s talk about how this emphasis on drama applies to your goal of being a social media star. It’s the drama that forms the basis of your story. It’s the drama that you want to share. But I don’t necessarily mean you’re sharing what we often refer to as “drama.” For instance, when we say someone is “being over-dramatic” or “heavy on the drama,” we often mean that they’re complaining a lot, airing their grievances too much, being petty about things, and inflating conflicts that could easily be ignored or resolved. That isn’t what I mean by “sharing your drama.”

What I do mean is that the drama of your Story is the energy of progress and change inherent in any of the Five Facets and the way you are enthused and motivated and directed by that energy of progress and change. And it’s that enthusiasm and motivation and direction as they express themselves through your personality - what you say and do and care about - that you want to share.

In a sense, you can think of “where you come from” as more about “where you’re coming from,” as in what your perspective is, what your angle is, what your background is, what you’re all about.

Ultimately, you want to use “where you come from” to connect with your followers and to project some kind of identity. I’ll close by using myself as an example. I see myself as coming from a middle class home somewhere in America that’s surrounded by nature, Americana, a passion for art, and a lot of love and happiness. And those are exactly the kinds of things I try to share on my social media. They form my “identity” as a model. And where you come from forms your identity and gives you an endless source of specific ways in which you can produce, post, and provide content for your followers.

Facet #2 – *What You Care About*

The second of the Five Facets – what you care about – very much follows from what you uncover as a result of answering the first facet, where you come from. A lot of what you care about will emerge from where you come from, as I showed with my example. But when you’re thinking about fashioning the story of you, you don’t only have to stick to the things you care about because your upbringing led you to them. In fact, you should expand on this and ask yourself what you care about now, in your world, as you are today.

Of course, by “care about” I mean a number of things. First, I mean those things that you want to see changed in the world. These are usually social issues that people advocate for. For instance, maybe you really care about the environment, finding a cure for cancer, or women’s rights. These issues define who you are and offer you things to talk about and advocate for on your social media pages. No, not all social media posts are or need to be about social issues, but some models do this and some really get a lot of likes by doing so (and some get in a lot of trouble with their followers by doing so, so you have to be careful!). Picking which social issue(s) to post about, or whether or not you want to post about them at all, is an important question to answer when thinking about your story.

“What you care about” involves more than just social issues, though. For instance, do you care about wearing designer goods? Do you care about appearing like you spend a lot of time at the beach? Do you care about a particular football team? Do you care about your pet? Do you care about your partner? Do you care about developing a skill? Sending a message? Do you care about having a really big house? Do you care about having a sports car? Do you care about traveling to beautiful natural places? Do you care about your followers feeling loved? And once you make the list of what you care about, you have to ask yourself – do you care enough about them to share them on your social media pages? Because it’s these things that form the drama of your story and that will inspire people to follow you. So you need to choose your care carefully!

I’ll conclude again with me as an example. I care about providing a place on social media for people to feel loved and be able express their thoughts and desires in whatever way they want, as long as they aren’t violent. This is why I’ve always been fine with sexual comments on my pages (early on in Instagram this was an unusual position). I care about art and aesthetics, so I expend a lot of energy on wardrobe, setting, and touchup, and try to make my pics “artful.” And I care about growth and money, so I strive to post hot content that makes it look like I’m succeeding and gets the likes and bio taps so I can keep the income up. What you care about should guide what you post and how you relate to your followers.

Facet #3 – *Who You Want To Be*

Next, let’s discuss the third of the Five Facets – who you want to be. This is about your goals. What kind of life you want to live, who you want to be as a person, what you want to cause to happen in the world for yourself and others. Making your ideal self evident via your social media accounts is a way to get people rooting for you, supporting you, and hooked on the story of you. No question in the back of their minds will make them follow your page and keep them interested in your page like the question, “will she become who she wants to be?” Or, put

another way, “will she achieve her goals?”

Your “who you want to be” should be expressible in a simple phrase. For instance, my “who I want to be” is this: a successful model who is able to use her sexy social media power to make money so she can pursue her goals of coaching, music production, and art sales. That’s my “who I want to be,” but it’s not just about me (and your “who you want to be” isn’t just about you). It’s also about my (and your) followers. I use this “who I want to be” to guide how I connect to my followers.

“Sexy social media power” involves my putting my sexy out there, front and center. And this is a good time to point out that in the kind of social media modeling we’re talking about, when you say “sexy,” the subtext is “to mostly male followers.” I have 96% male followers. I’m not in the least ashamed of that. I think it’s awesome. My followers love me, and I love them. But I’ll be honest – it’s taken me some time to really get what it means to have mostly male followers, because when I talk about being “sexy,” I mean to men. Not to women. And there’s a difference. One is what I call “arousal sexy” (to men) and one is “inspiro sexy” (to women). Realizing the difference is, I think, important, especially when it comes to the kinds of photos and captions you post.

So I relate to my mostly male followers via my goal of having “sexy social media power.” I also relate to them as someone who wants to make money. I’m not ashamed of that either. So I constantly encourage them to pay me. As, I’m sure, you do (or will) too.

Finally, there’s the coaching, the music production, and the art sales. This comes from something in my First Facet that I haven’t yet mentioned. I’ve always had an artistic bent, and it’s actually what I spend most of my time working on. So I keep elements of it linked to my social media accounts. I encourage my followers to tell the women in their lives to take my class. I post my music videos and use my music in my Reels, Tik Toks and Stories. And I promote my art. All these goals bring me closer to my followers, who love me for who I am and who I want

to be. They love my sexy, my enthusiasm for modeling, my music, my art, and, let's not forget, my absolute love for them!

Basically, when choosing your “who you want to be,” make sure you choose something that can also involve your followers, because they're not going to just get wrapped up in the story of your trying to achieve your goals unless your achieving your goals also means they achieve their goals. In other words, you always need to be asking yourself – how am I bringing value into the lives of my followers by increasing my own value? If you always keep them in mind, they will always keep you in mind, and that's the secret to building a dedicated follower base that shares your page so often that you just grow and grow and grow...

Facet #4 – *Why People Want To Know You*

Now let's look at the fourth of the Five Facets – why people want to know you. To be a social media star, you have to gain a lot of followers, which is another way of saying you need to accumulate a lot of people who want to know you, so it's critical before even starting to try to be a social media star to really think through why on earth anyone would want to see and hear from you day after day. But don't worry. Everyone can be someone people want to know, as long as they express and share themselves in ways that are attractive and appealing.

I've found in working with models on their Story that a great way to start answering the question “why people want to know you” is to simply ask them. In other words, send a text or DM to five of your best friends – people who actually do want to know you already – and ask them why they do. Tell them you've decided to put time and energy and money into growing your social media so you can be a huge model and you'd like them to just tell you why they like knowing you, what they think people might like about you, what makes you someone people might want to follow.

When I did this, I got a lot of responses, which I honed down to three:

- Kind
- Artistic
- Natural

Ultimately, I chose three out of the 15 or so answers I got for three reasons: 1) they fit best “where I come from” and “who I want to be,” 2) they are three aspects of myself that I am excited to continually share, and 3) they represent my comparative advantages. What are my comparative advantages? They’re the things that I have a comparatively larger amount of than “the competition” that thus give me an advantage over them.

Once you have these three traits down, you will use them as guideposts for all the decisions you’ll need to make as you build your Social Media Empire. Having them as a road map to always follow makes all the complex decisions that much easier.

Facet #5 – *How You’re Unique*

Finally, let’s look at the last of the Five Facets - how you’re unique. Some models find this facet to be the most challenging. They think, “There’s nothing unique about me.” Or they think, “there’s so much that’s unique about me, where do I start?” So let me explain what I mean by “unique.”

First and foremost, you need to understand that your uniqueness does not have to be something that only you and you alone can do. There might be someone out there who can do a headstand with no hands, and if that person exists, they should definitely have social media that shows them doing that in lots of different places and outfits. But few of us have an actual single unique talent or attribute like this. So how do you find your uniqueness? It’s all in the combination. If you take 3 – 5 aspects of yourself and combine them into one overall “thing,” you will come up with how you’re unique (keeping in mind that there might be a few people out there with that exact combination, but if you factor in how you and you alone express that combination, then you’ve achieved absolute unique-

ness). For instance, if we look at my basic answers to each of the Five Facets, we get a sense for how I'm unique:

- Where you come from: Rural, happy, academic home
- What you care about: love, art, money
- Who you want to be: model, musician, artist
- Why people want to know you: kind, artistic, natural

Now, I'm going to bet that there is not a single person in the entire world who, when they work through the Five Facets, would come up with that exact combination. And if there is, there's no way that they would express themselves in the way I do – with the same photos, captions, and products – so, voila, I have achieved absolute uniqueness.

And you can too! There truly is something unique about you if you look at it through the lens of combination. By answering the first four facets – where you come from, what you care about, why people want to know you, and who you want to be – thoughtfully and carefully, you will achieve that special combination that makes you unique. And it's that uniqueness that you want to share, share, and share again on your page day after day, because it's that uniqueness that will make people follow you.

Step 2: Your Energy Triangle

Energy Triangle is a phrase I use a lot with my students. So what is it? It's different things for different models. Sometimes your Energy Triangle is the three things that you do best. Sometimes it's the three most appealing qualities about you. Sometimes it's the three things you're most interested in. Sometimes it's the three things that you most want in life. And sometimes it's a mix of these.

In a sense, your Energy Triangle is made up of the three most compelling things about you. They're the three things that give you power, make you shine, cut your presence in the world. They can be a combination of the things I mentioned above. For instance, your Energy Triangle can be one thing you do best, one thing you're interested in most, and one thing that makes you super appealing. So you can choose elements from your five facets here, if you want.

Let me use myself as an example again. I have decided, after much thought, that my Energy Triangle is this:

- I am natural
- I can create art and artistic images
- I like to share love with my followers

So what does your Energy Triangle have to do with your Story, as that word is used in the YBI Method? Well, inherent in the performance dynamic of your page, as you go from post to post, is this idea that you are "on the move." You are working, you are living, you are loving, you are seeking, you are traveling, you are creating, you are improving, you are showing yourself completely, etc. You're doing whatever you need to do to become who you want to be, and you're getting there. That's drama. That's action that people can observe. That's the kind of winning that people want to watch happen.

And it's your Energy Triangle that guides that journey. So you need to choose it well. Ask your friends. Poll the followers you have. Talk with me and other models. And always keep in mind that whatever you end up choosing as your Energy Triangle is going to be a constant presence on your social media. It's going to be one of the most important factors in helping you make the many decisions you'll need to make in populating your page with awesome content.

So find your Energy Triangle. Find it, love it, share it. It will take you far!

Step 3: Your Magic Device

The final critical element in crafting your perfect Story is your Magic Device. Your Magic Device is that one thing that you use again and again to wow your followers. In classic Story Theory, the Magic Device is something the hero pulls out only when they are in big trouble and nothing else they've tried has worked. Sure, they can't pull out their Magic Device every time because their opponents would get used to it and figure out how to beat it and it usually involves a lot of energy to use so it drains them. But they definitely pull it out now and then, when they really need it, and so should you. Why do you pull it out? Because it's the one thing that people like most about you, that you have more of or do better than most people, that really shows your power. Why do you not pull it out? Well, it might be expensive, it might be hard to do, and, perhaps more importantly, if you pull it out all the time your followers will get bored of it.

What is your Magic Device? It's that one thing you pull out now and then (and that can mean multiple times a week, every couple weeks, every couple months – it's up to you) to overcome a really big obstacle that is keeping you from achieving your goals, and usually that obstacle is low engagement. It needs to be something that when you pull it out your followers get really excited, because it's one of the main reasons they follow you because it directly relates to the goals they have.

I've actually had a few Magic Devices. I've been at this since 2007, and as you continue I think it's likely your Magic Devices will change over time – and that's great, because it shows you're evolving and constantly seeking new ways to WOW your followers! My first Magic Device was my Selfie Tours. I would go on trips about once every two months, do tons of video and pics and Snaps, play music, share art, etc. My followers loved it. It was like a five day party. But after a while it got kind of routine. After that it was meta selfies, or photos of me taking selfies. Then it was my butt (and, yes, your Magic Device can literally just be a body part). I started sharing more and more butt pics, because they just got

so many more likes. Riffing off that, I started doing Toys on a Peach (photos of things on my butt), which were huge hits. But that only lasted so long (I actually had my first Toy on a Peach pic deleted only a couple weeks before my first Social Success Intensive!). Then it became my Saturday Night Snap Parties. Then it became my panties in public. Then it became my mountain biking pics and vids. And who knows what it will be next?

So times change, followers change, styles get old, trends fade away. Your Magic Device now might not be your Magic Device in a year, but it's always good to have one Magic Device ready to pull out because you know it will get your followers excited. Now, if you're unsure what your Magic Device is, one way to find it is to try out a bunch of different things you think it might be, post them, and see what gets the most engagement. Then shoot lots more of that!

Step 4: Your Style Bio

The last element in your Story is your Style Bio. Basically, this involves what you wear, where you pose, and how you pose. So wardrobe, setting, and modeling style. But I have the word "bio," not just "style," in there because your Style should also involve your Bio. It should reflect your Five Facets, your Energy Triangle, and your Magic Device. It should sync up with your Story, display who you are, and, of course, make people excited to look at you.

Many models develop their Style Bio over time. Sometimes that's because of money. They don't have a lot of money to start, so they have one style. But as they get more money, their style can change. So as you think about your Style Bio, feel free to not only talk about what you're doing now, but also what you'd like to do when you have more money (which you will!).

Again, consider seeking the advice of a friend or collaborator to develop your

Style Bio. What I call “the Guy Eye” can be very helpful. If you’re dressing for men, asking men what you look good in is just plain smart. We women don’t always know what guys find us hottest in, so it really helps to ask. Also, feel free to have an eclectic style, shooting in different kinds of clothes and in different settings. The more “surprising” your pics can be (the more they show you doing something you’ve never done), the more they’ll get the likes month after month.

Let me talk about my wardrobe, setting, and modeling style to help you think about yours. My wardrobe has changed over time – from Victoria Secret stuff to some pricier lingerie to cowgirl and rocker chic to flower skirts and tight shorts. In a sense, girl-next-door or Americana. Yet I’ve always favored heels over sneakers (primarily to accentuate one of my assets – long legs), so I could be accused of being a bit “elegant.” I’ve done very little cosplay, though I’ve often thought of exploring it more. And, of course, I always try to find stuff that’s super sexy.

As far as setting, I’ve shot a whole lot in really cool AirBnBs and in beautiful outdoor spaces. The cool AirBnBs satisfy my desire for artistic spaces. And the beautiful outdoor spaces show my love of nature. I have shot very little for OnaArtist in my own house because, honestly, it’s kind of messy and I like my privacy.

Finally, my modeling style is rooted in my background as a model and dancer, so it’s a bit more “stylized” than many other models. I often wish I could be more “natural” in my posing, but then again, my followers don’t complain. I’ve never been one to just stand there and stare into the camera (partly because I’m not a large chested model!). I’ve usually got to be doing something with my pose (like showing my outfit, “opening up” in some way, or making my limbs go this way and that). Again, I think it’s the dancer in me. And, for the most part, such poses get the likes!

Conclusion: You Do You!

After watching a number of models over the last five years, I can say with 100% confidence that the way to gain followers is to be yourself, in all your glorious specificity. People are hungry to interact with other people, and that interaction is most exciting through the sharing of individual, personal traits. Also, there are a lot of women out there modeling on social media now, and the way to cut through the crowd is to be powerfully unique. It doesn't matter who you are – if you show yourself in as unique, vibrant, and sexy a way as possible, followers are going to come running for you.

So congratulations on starting the Story module! I truly hope that this discovery process has helped you realize a whole new dimension to who you are as a model and that it leads you to many awesome ways of sharing with and exciting your followers. Because that's how you get huge!

