

# A Better Answer to “Tell Me About Yourself”

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## PERSONAL LIFE PLAN FRAMEWORK\*

### Step 1: Mission Statement

“Your life should be a counterattack against something that you perceive as an injustice or an unfairness.”

– Donald Miller

### Step 2: Key Characteristics

What are 3 key characteristics that a person carrying out the mission stated need to have?

### Step 3: Critical Actions

What 3 actions do you need to take repeatedly to carry out your mission and exemplify the key characteristics you’ve noted?

### Step 4: Theme/Imperative

Why is this mission so important?

### Step 5: Personal Story Pitch

- Start with a challenge
- Agitate the challenge a bit
- Add personal stakes
- Present yourself as the solution to the challenge
- State the result/why it matters and repeat the theme

## REFERENCES

\*Personal Life Plan Framework is from Donald Miller’s Building a Story Brand podcast, “#180: How to Create a Personal Life Plan Before 2020”, December 23, 2019

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*The Proximity Principle: The Proven Strategy That Will Lead to the Career You Love*, Ken Coleman, 2019

<i>Mission Statement</i>	
<i>Key Characteristics</i>	
<i>Critical Actions</i>	
<i>Imperative</i>	
<i>Personal Story Pitch</i>	