

**FREE**

# YOUR YOUNIQUE BRAND STORY SAMPLE SCRIPT

★ **BONUS** ★

**OUR PERSONAL  
BRAND STORY  
SCRIPT**

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**WITH I.CON TWINS**  
**[WWW.ICONTWINSOFFICIAL.COM](http://WWW.ICONTWINSOFFICIAL.COM)**

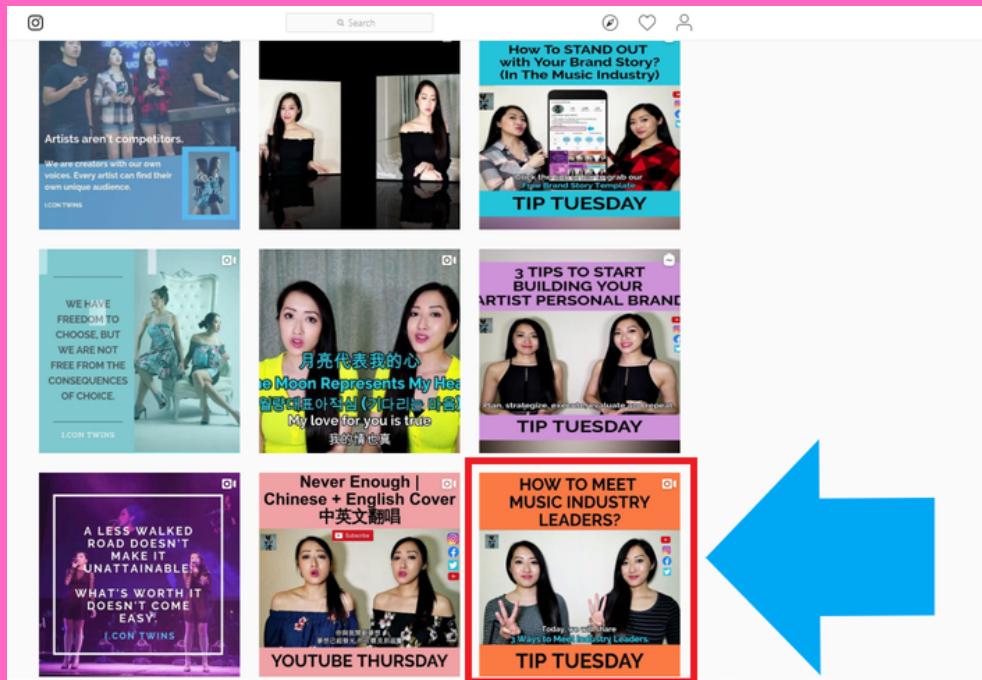
# HEY ARTIST!

THANK YOU FOR DROPPING BY AND  
DOWNLOADING YOUR  
**FREE “YOUNIQUE BRAND STORY  
TEMPLATE.”**

AS A **BONUS** RESOURCE, WE'RE ALSO  
SHARING OUR  
**“PERSONAL BRAND STORY SCRIPT”**  
THAT HAS HELPED US BOOK MANY  
OPPORTUNITIES, INCLUDING OUR  
**FIRST SHOW AT  
MGM RESORTS INTERNATIONAL.**

We are all hustling, grinding and fighting for  
our dreams. As Artists, we are looking for  
opportunities to build our Personal Brand and  
hopefully bring our careers to the next level.  
We strive to meet Industry Leaders to connect  
us to the right opportunities.

Check out our **Instagram** [@i.con.twinsofficial](https://www.instagram.com/i.con.twinsofficial) for our July 23rd post where we shared our **TOP TIPS** to meet Industry Leaders.



In order to stand out and attract Industry Leaders, you'll need to create a **YOUNIQUE Brand Story** that's **AUTHENTIC** and **UNIQUE** to **YOU**.

[CLICK HERE](#) for your **FREE**  
**"YOUNIQUE BRAND STORY TEMPLATE."**

Offline strategy is the most **EFFECTIVE** way to build your **PERSONAL BRAND**.

Now that you have your “YOUnique Brand Story,” it is time to share it with Industry Leaders offline.

We understand it can feel daunting to share your Brand Story for the first time with Industry Leaders.

So we've created this Sample Script and sharing our Personal Brand Story Script to help you get started, so you can showcase your **TRUE potential** to Industry Leaders.

If this free resource was helpful, head to our **INSTAGRAM** Account for more **FREE** resources.

We have a **NEW LAUNCH** coming soon with more resources customized to Indie Artists.  
Stay tuned!

If our tips have helped you, we'd love to hear from you. Please send us a DM on Instagram at **@i.contwinsofficial!**

Chat soon!

- I.Con Twins  
Calvina & Carmina

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# Include these KEY elements when you're sharing your Brand Story with Industry Leaders:

1. Who Are You?
2. Where Are You From?
3. What's Your Talent?
4. What's Your YOUnique?  
(Refer to the “**YOUnique Brand Story Template**” for more info.)
5. What Are Your Career Highlights?



# **YOUR YOUNIQUE BRAND STORY SAMPLE SCRIPT**

Hi [Industry Leader's Name]!

I'm [Your Name].

I'm a [Your Title: ie.

**Musician/Singer-**

**songwriter]** from

[Place of Origin].

[Your

**YOUnique Brand Story]**



# **BONUS!**

# **OUR PERSONAL BRAND STORY SCRIPT**

Hi, I was a Banker in Canada. Three years ago I gave up my life and career in Canada and moved to Hong Kong to pursue my passion for music. With my twin sister, we have started our singer songwriter duo called I.Con Twins.

We now travel between Canada and Hong Kong to sing, perform and write music. We have competed at The Voice of China in Hong Kong and performed at MGM Resorts International.

I.Con Twins stands for I Am Confident. We believe that as long as you believe in yourself, you can achieve anything.

Through music we are on a mission to share our message with our supporters and knowledge with indie artists to INSPIRE, EDUCATE and ENTERTAIN.



FOLLOW & SUPPORT [@i.con.twinsofficial](https://www.instagram.com/i.con.twins) IF THIS WAS HELPFUL.



# THERE YOU GO!

Depending on your interaction and conversation, make adjustments to the key elements from your script.

The key is NOT to memorize your YOUnique Brand Story Script. This guide is to provide you with a scripting structure, so you will have key elements available for reference when conversing with Industry Leaders.





At first, your brand story might sound a bit scripted, but the more you vocalize it, the more natural it becomes.

Practice vocalizing your brand story in all networking events. The more people to know about your brand story, the faster your Personal Brand will grow.

Afterall, word of mouth is the most powerful brand marketing. 😊

**Be CONFIDENT. Be REAL.  
Be YOU!**



I.Con Twins



@i.contwinsofficial



I.Con Twins



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[www.icontwinsofficial.com](http://www.icontwinsofficial.com)



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