



Exclusive
Guide

The Experience Advantage:

TURN WHAT YOU'VE LIVED INTO
IMPACT, INFLUENCE, AND NEW
OPPORTUNITIES

BY TAMMY GIBSON | [TOUGHLIKETAMMY.COM](https://toughliketammy.com)

The Edge You've Been Searching For Is Already Within You

You've been through something that changed you. Maybe it was a personal challenge, a major career shift, or a life-altering moment that shaped who you are today.

But here's the truth: your lived experiences do not define you — they launch you. They're the foundation that can propel you toward impact, influence, and income.

Your experiences are more than memories — they're assets that can set you apart in your industry, position you as a leader, and create opportunities you never imagined.

This guide will walk you through the first steps to:

- ✓ Clarify the purpose of your experiences and how they connect to your brand
- ✓ Position yourself as an expert and leader in your field
- ✓ Share your message in a way that attracts opportunities
- ✓ Begin transforming your lived experiences into a profitable brand

If you've ever wondered, "How do I use what I've lived through to create something bigger?" — you're in the right place.

Let's get started.





HI, I'M TAMMY

For over 13 years as a professional fashion blogger, I mastered the art of personal branding, messaging, and standing out in a crowded space. But after facing life-changing health challenges — including losing my leg and nearly my life — my mission became even more personal.

I realized that **your experiences aren't just things you've been through — they're launchpads to the life and work you're meant for.** Now, I help women like you transform what they've lived into confident, visible, and profitable brands that open new doors.

Through this guide, you'll take the first steps to owning your experiences, building influence, and stepping into the opportunities waiting for you.

Because your voice matters. Your experiences have value. And it's time to use them as fuel for the life and brand you're ready to claim.

Tammy xoxo

LET'S GET STARTED





YOUR
EXPERIENCES
DON'T *limit*
YOU- THEY
leverage
YOU.

STEP 1: DEFINE YOUR WHY & BRAND MESSAGE

Before you start sharing your story, you need to clarify WHY it matters and WHO it serves.

Ask Yourself:

- What transformation have I experienced that others can learn from?
- How does what I've lived connect to the brand, business, or movement I want to build?
- Who needs to hear this message, and how will it help them?

Your experiences aren't just about you — they're about how your journey can unlock possibility for others.

Example:

- "I want to empower women who feel stuck after major setbacks and show them how to rebuild their confidence and visibility."
- "I want to help professionals use their lived experiences to create more influence in their industry."

ACTIVATION:

Write down your WHY in one sentence.

Example:

"I want to share my experiences to help women turn challenges into leadership opportunities."

Your WHY is the compass that keeps your brand pointed toward purpose.

STEP 2: IDENTIFY YOUR CORE BRAND EXPERIENCE PILLARS

What you've lived is powerful — but not every detail needs to be shared. The key is identifying the themes and lessons that align with your brand.

Your Core Experience Pillars Answer These Questions:

- ✓ What personal experiences shaped your mission?
- ✓ What do you want people to learn from your journey?
- ✓ What expertise or insights have you gained from your challenges?

Example Pillars:

- Resilience & Confidence – How you overcame setbacks and built inner strength
- Visibility & Leadership – How you went from unseen to impactful
- Branding & Business – How you turned your expertise into a platform

ACTIVATION:

Write down 3 major themes from your experiences that align with your brand.

Not every detail defines you — but every lesson refines you.





STEP 3: BUILD YOUR VISIBILITY STRATEGY

Your brand grows when people SEE you.

You don't need to be everywhere—but you do need to be **consistent** about showing up.

Where to Start Sharing Your Story:

- ✓ Social Media – LinkedIn, Instagram, or wherever your audience is
- ✓ Guest Features – Podcasts, interviews, and collaborations
- ✓ Speaking & Networking – Local events, online workshops, or masterminds
- ✓ Your Own Platform – Blog, YouTube, newsletter, or community

Example:

- If your brand centers on resilience, share lived-experience insights on LinkedIn or Instagram.
- If you're a coach, guest on podcasts that speak to your ideal audience.
- If you're an expert in an industry, offer insights on business panels or conferences.

ACTIVATION:

1. Choose ONE platform (social media, podcast, blog, or live conversation).
2. Write a short version of your story (3-5 sentences):

- What challenge did you overcome?
- What lesson did you learn?
- How does this connect to your brand or work?

3. Share it THIS WEEK

Bonus: Tag me @toughliketammy —I'd love to cheer you on!

STEP 4: MONETIZING YOUR MESSAGE

Your lived experiences are valuable — and when positioned with purpose, they can open doors to paid opportunities.

Ways to Monetize Your Brand Story:

- ✓ Speaking Engagements – Keynotes, workshops, corporate events
- ✓ Coaching or Consulting – Teaching others how to navigate similar challenges
- ✓ Brand Collaborations – Partnering with companies aligned with your mission
- ✓ Digital Products – Courses, ebooks, or guides based on your expertise

Examples:

- If you've built confidence after a major life challenge, offer a confidence coaching program.
- If you've mastered personal branding, create a "Storytelling for Influence" workshop.
- If you have an inspiring personal journey, pitch yourself as a speaker for women's events.

ACTIVATION:

List one way your story could generate income (speaking, coaching, brand partnerships, or digital products).

Now, take one small action—draft an offer, research opportunities, or reach out to a potential client or event.

Your experiences are the currency of connection — when shared with purpose, they create impact and income.



YOUR PAST IS NOT YOUR
prison.
IT'S THE RUNWAY FOR YOUR
rise.

A woman with dark hair, wearing a light-colored trench coat over a white shirt, stands in front of a classical building with large columns. The image is darkened to serve as a background for the text.

NEXT STEPS: YOUR LIVED EXPERIENCES ARE A LAUNCHPAD

Reading this guide is a great start, but real transformation happens when you take action. Each activation is designed to help you move past hesitation and start using your lived experiences with confidence.

Because clarity, visibility, and opportunities come to those who show up and do the work.

Your experiences aren't chains — they're keys. They're not the definition of your past — they're the launchpad to your influence, impact, and future opportunities.

Your voice matters. Your lived experiences have value. And it's time to use them to build the confidence, impact, and income you deserve.

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***Every chapter you've lived is proof of your strength —
and the starting line of your next opportunity.***

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TAMMY GIBSON
*TRANSFORMATIONAL
SPEAKER, WRITER &
FOUNDER, TOUGH
LIKE TAMMY*

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