MANNING UP / THE CHAPTER STORY SERIES

Next Chapter.

The Chapter Story Workbook

Name your chapter. Know what to show.
Start telling it.



KNOW WHO YOU ARE. BUILD WITH OTHERS. RISE TOGETHER.

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START HERE

Every chapter is a story.

Most people make the leap and forget to show it.

When you change direction, your photos, bio, and feed usually stay stuck in the old chapter. People meet the old you and never find out about the new one. This workbook fixes that in five short steps. Grab a pen. It takes about 20 minutes.

STEP 1

Where I was, where I'm headed

Don't overthink it. First answer wins.

My old chapter (what I did, who I was)

The moment I knew I had to change

My new chapter (what I'm building, who I'm becoming)

What I want people to feel when they see the new me

STEP 2

Your chapter statement.

One sentence you can put in a bio, on a call, or under a photo.

Fill in the formula:

I used to _____.

Now I _____.

So I can help _____.

Examples

I used to work in finance. Now I coach first-time founders. So I can help them build with less fear.

I used to play pro ball. Now I train youth athletes. So I can help kids find confidence early.

Write the clean version

The 5-second test

Read it to someone who doesn't know you. If they can repeat back what you do and who you help, you're done. If not, cut the jargon and try again.

Shorter version for a bio (under 120 characters)

STEP 3

The 6 photos every chapter needs.

Together they tell the whole story. Write your idea for each one.

1. The Before

A photo or moment from your old chapter. Says: I know where I came from.

My idea:

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2. The Now

A clean, direct portrait looking at the camera. Says: this is who I am today.

My idea:

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3. In Action

You doing the new work, not posing. Says: I actually do this.

My idea:

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4. The Process

Hands, tools, workspace, notes. The messy middle. Says: here's how it gets built.

My idea:

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5. The Talking Portrait

Mid-conversation, natural expression. Says: I'm real, and you can trust me.

My idea:

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6. The Signature

One image only you could take: your place, color, or object. Says: remember me.

My idea:

STEP 4

The 60-second profile audit.

Open your Instagram or LinkedIn and check every box that's true.

- ☐ My profile photo was taken in the last 12 months.
- ☐ My face is clear and fills most of the frame.
- ☐ My photo matches the work I want, not the job I left.
- ☐ My bio says what I do now in one sentence.
- ☐ My bio says who I help.
- ☐ My top posts or featured section show the new chapter.
- ☐ There is at least one photo of me doing the new work.
- ☐ I've shared why I made this change somewhere public.
- ☐ My photo, name, and bio are consistent across platforms.
- ☐ A stranger would understand what I'm about in 5 seconds.

Your score: _____ / 10

0 to 4: Your profile is still telling the old story. Start with the chapter statement and photos 2 and 3.

5 to 7: You're close. Fix the gaps and add the photos you're missing.

8 to 10: Strong foundation. Now it's about consistency and showing the process.

My top 3 fixes

STEP 5

Shoot it yourself. Today.

You don't need a camera to start. You need light and a plan.

LIGHT

Face a window. Soft daylight beats any lamp. Golden hour (the hour after sunrise or before sunset) is the best light you'll get. Avoid overhead lights that shadow your eyes.

BACKGROUND

Simple and uncluttered. Stand a few feet away from the wall so it falls soft. Real places that relate to your work beat blank walls.

FRAMING

Shoot vertical with the rear camera. Hold the phone at eye level or just above. Leave breathing room so you can crop for different platforms. Wipe the lens first.

EXPRESSION

Take far more than you think you need. Laugh, look away, then back at the lens. The best frame is usually the one right after the pose.

SETUP

No photographer? Use the timer and lean the phone on something steady, or ask a friend to shoot while you do the real work.

EDITING

Keep it light. Slightly brighten, keep skin tones natural, and crop. Don't filter your face into a stranger.

Your shot plan: pick 3 of the 6 photos you'll shoot this week

YOUR NEXT CHAPTER

You don't have to tell it alone.

You now have your chapter statement, your shot list, and a clear read on your profile. The next step is putting your story in front of the right people in a way they trust.

Dual Identity

Your past self and present self, side by side. I shoot you in both worlds, in photo and video, so your chapter becomes a story people feel instead of a bio they skim.

Brand Story System

Ongoing partnership for people building in public. New chapters, shot and shared on a rhythm, so your story keeps growing.

START HERE

manningupnyc.com

Instagram: @manning.up

DM me the word CHAPTER and tell me what chapter you're in.

Know who you are. Build with others. Rise together.