



## Your Story Matters

Not everyone is a storyteller, and that’s okay! This guide is here to help you share your journey in a way that feels natural, authentic, and inspiring. We’re not looking for perfect writing—we just want **your real, raw, and honest experience** in the service industry.

Use these **five key prompts** to structure your story. You don’t have to answer everything—just focus on what resonates with you.

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### 1. Set the Scene: How It All Started

- What first brought you into the service industry? Was it intentional, or did you fall into it unexpectedly?
- Did you have a moment when you realized, *“This is where I belong”*?
- What was your first job, and how did it shape your journey?

**Example Answer:** *“I never planned to work in a kitchen. I was struggling to find direction, and a friend got me a dishwashing job at a small diner. It wasn’t glamorous, but something about the energy of the kitchen pulled me in. I worked my way up, and before I knew it, I was hooked.”*

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### 2. The Grind & The Struggle

- What’s been the hardest challenge you’ve faced in the industry?
- Was there ever a moment when you wanted to quit? What made you push through?
- How did this industry shape your mindset, work ethic, or personal growth?

**Example Answer:** *“The longest shift I ever worked was 16 hours on my feet, no breaks, no time to eat. My hands were burned, my body was done, but I kept going. Why? Because the team needed me. We don’t leave each other behind.”*

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### 3. A Defining Moment

- Was there a moment when you realized your hard work was paying off?
- Did a mentor, coworker, or experience change the way you saw this industry?
- What’s a memory that sticks with you—good or bad—that defines your journey?

**Example Answer:** *“One night, our line got slammed. Tickets flying in, the heat unbearable. I thought I was drowning. But I found my rhythm, kept my head down, and executed perfectly. The chef pulled me aside after service and said, ‘That’s how it’s done.’ That moment made me realize—I’m built for this.”*

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### 4. What Keeps You Going?

- Why do you stay in this industry despite the challenges?
- What do you love most about what you do?
- If you had to describe the feeling of a perfect service, what would it be?

**Example Answer:** *“There’s nothing like that rush when service is in full swing—when you and your team move like a machine, every plate is perfect, and you feel unstoppable. That’s what keeps me coming back.”*

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### 5. Words for Others

- What advice would you give to someone just starting out in this industry?
- If you could go back and tell your younger self something, what would it be?
- What do you want people outside of the industry to understand about this work?

**Example Answer:** *“You’re going to want to quit a hundred times, but don’t. Every rough shift, every mistake—it’s all part of the process. Keep your head down, listen, and never stop learning.”*

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### Final Tips for Your Story

**Keep it real.** We don’t want perfection—we want passion. **Write how you speak.** This is your story, in your voice. **Be specific.** Small details make stories powerful. ✓ **If you’re stuck, pick just 1-2 prompts**—you don’t have to answer everything.

**Ready? Send your story to us on Instagram or submit through our website.**

We can’t wait to share it. **The industry thrives because of people like you. Let’s make sure your story is heard!**