



TELL YOUR BRAND STORY

**SITUATION**

**WHO**

**PROBLEM**

**SOLUTION**

**BRAND BUILDING**

**OP  
GO**  
MARKETING

# TIPS TO WRITING YOUR **BRAND** STORY

A well-crafted brand story articulates a specific customer problem and offers a compelling solution. In addition, it conveys a company's purpose and values in an engaging, inspiring way.

Authenticity builds trust.

A storyline centered on the customer is relatable. They will remember you.

Your brand story should be consistent across channels.

Tell your story with simple, clean, vivid details.

Structure your content like a story. (Status quo, the hero, problem, solution.)

Be true to your brand's personality and voice.

It's important to tell the truth. What people relate to and get inspired by isn't endless success – it's the rocky journey of finding an idea, getting knocked down, and finding a path to success.



What pain point will you be addressing?



Focus story around the target audience.



Brainstorm your idea.



Edit and revise.



Share your story.

## REFLECT & ASK:

Does the story accomplish what you set out to do?

Does it demonstrate the value you bring to the world?

Does it show differentiation from other companies?

Did you solve a specific problem?

Do the actions shared reflect your core values?

# WRITE YOUR BRAND STORY

1

What is the status quo (the way things are)?

Relatable.

2

Who is your ideal customer (hero)?

Their mindset.

3

What is the main problem (conflict)?

Pain points.

4

What is your solution (your promise)?

Differentiate.