

## *Module 15, Lesson 3 Handout:*

### **Brand Story**

Ensuring your brand can stand out among the crowd is absolutely crucial to your success. And being able to stand out comes from being uniquely you. Nobody else has what you have, which is your brand's major competitive advantage. Being able to show or convince customers of that is the art of marketing. How those two things link is your brand story.

Your brand story includes both your literal history, such as how and why you started your brand, and the story of the role you play in your customer's life. Your brand's story should ultimately make your customer a hero. Perhaps you're able to make them the strongest they've ever been, so they are finally able to complete the triathlon that's been on their bucket list for a decade. Maybe your meal prep methods help them create a dinner routine that connects their entire family each night. Whatever your particular brand story is, it will be an important basis for your brand identity and marketing plan.

You need to dig deep into every detail of your brand's story and learn to tell that story with raw emotion, authentically, honestly, and inspirationally. Becoming a storyteller will allow you to connect, engage, and empathize with your audience, because they will be able to see themselves as part of your story, too.

**To begin crafting your own brand story, start thinking through this list:**

- Why did you create your company or go into the field you're in?
- How did you decide to create your product or service?
- What gives you the energy and motivation to wake up every morning and move your business forward?
- Who helped you get your company to where it is today?
- What will your customers most relate to?

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Here are 5 elements your story should have:

1. **Emotion.** Your brand story should make your customers *feel*. Even if your product is a simple product, how can it make your customers' lives better, and how can you tap into that?
2. **Personal connection.** The storytelling you do here must be the kind your audience can truly connect with. The goal here is not to simply pique a customer's interest, but rather show them how your brand can improve their life.
3. **Meaning.** Is what your company doing meaningful to your audience? How? Why?
4. **Simplicity.** This isn't the time to write your novel. Telling your story in a simple manner that maximizes emotion is much more effective than detailing every aspect your business has to offer. Take a macro problem and explain it on a micro level.
5. **Authenticity.** This also isn't the time to create fiction. Your story is unique, so tell it honestly, openly, and consistently, as only you can tell it.

Now, let's craft your story piece by piece. Once you have the individual components to your liking, you can put them together into your final brand story.

## WHO ARE YOU?

**WHAT DO YOU DO?**

**WHO DO YOU DO IT FOR?**

WHY DO YOU DO IT?

HOW DO YOU DO IT?

**WHAT DOES YOUR FUTURE LOOK LIKE?**

Now that you have the pieces mapped out, use them to create your brand story. Tell it in your brand voice, and be sure you include the 5 elements listed above to ensure your customers can connect to your brand story.

**MY BRAND STORY:**

