Mastering Your Brand Story

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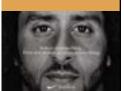
People don't buy **what** you do, they buy **why** you do it.

Make Me Care.

A good story has the power to change behavior.

A great brand story creates an emotional connection. It helps people understand WHY your brand exists and why we should care. People are more likely to trust your brand, and ultimately make a purchase from you, if they can form an emotional connection.

"The landscape is competitive. How can you separate your brand of product from everyone else vying fo your customer's attention?"



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Build Trust

Be Authentic

Be Unique

Solve a Problem

Be Consistent

Make It Personal

Be Transparent

Educate your customer

5



- Who is your customer? What markets and consumer categories does your product appeal to?
- What is your origin story?
- Tell me about your founders
- What allies do you have?
- What is your purpose, cause, belief? Why does your organization exist? Why should anyone care?
- What was the spark/the passion behind the brand's inception?
- Reverse engineer how you tell your story. Look at what your competitors do. How do you stand out?



