

# Mastering Your Brand Story



Your Guide to Standing Out from the Crowd

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Susan Fecko  
PR & Communications Expert

- Over 20 years of marketing and communication expertise in the natural products, personal care and nutrition categories.
- Helping mission-driven, socially conscious health and wellness companies tell their stories in a compelling and meaningful way.
- Lives in Boulder, CO and is an avid cyclist, dog lover, and healthy lifestyle advocate.
- Passionate about making the world a better place and supporting female entrepreneurs by helping them find their purpose and own their power.

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

~Simon Sinek



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**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 or product from everyone else vying for 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



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**Ask the right questions**



- 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?

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## Examples.



- Build trust, show your staying power
- Own mistakes
- Align with groups who share your values (Vitamin Angels)



- Be patient, understand and address objections, continue to educate
- Align with like minded brands (Bronners, NuViva)
- Align with industry thought-leaders/influencers



- Be relatable, but be able to support your claims with science
- Be willing to help - even when it doesn't benefit you (NEJ)
- Look for unique story angles (ie: oral health and mental health, heart health)
- Education -> toothpaste is more than just a toothpaste (illustrate value)



- Be clear in your mission
- Be PASSIONATE
- Be willing to rock the boat
- Align with the right players (ie: Thrive Market, New Hope)

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Thank You

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