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## Brand Story Template

### What is a Brand Story?

A brand story is a cohesive narrative that embraces the “why” of your company to bring it to life in a way that connects emotionally with your target audience. It sets the foundation and tone for all future visual and verbal brand communications in order to consistently deliver on the brand’s intended message.

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### What to Consider in Creating a Strong Brand Story

- **Define your brand.** Be clear about why you exist and put a stake in the ground. *Don't just list all the things you are or the problem you solve; that won't win consumers. They want to know how you are going to improve their lives.*
- **Pick your target.** Decide on your highest-opportunity target and stick with them. *Don't try to be everything to everyone or you will be nothing to no one.*
- **Assert yourself.** Clearly define how you are different and better from the competition. *Give people a reason to choose you.*
- **Communicate at a human level.** Share the impact you plan to have on their life. Be honest, authentic and vulnerable. Be real. *Do not try to tell the consumers what you think they want to hear. They will call you on it.*
- **Choose your tone.** Make sure your tone matches your message. *It doesn't matter what you say if you don't say it the right way.*

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### Write Your Story

Now, take a stab at your own brand story! Remember, **1. Define Your Brand, 2. Pick Your Target, 3. Assert Yourself, 4. Connect on a human level 5. Choose Your Tone.**

Push yourself! It may be uncomfortable at first, but you *must* get beyond the functional nature of why you exist in order to break into the right emotional space. Tell your story through a human lens and people will flock to you. Be authentic. Be you.

