

Ep 21: 4 Reasons to Start with a Brand Story

Establishing your competitive advantage



- You get to tell your story.
 - Your story should be a manifestation of the three brand questions: 1) Who am I? 2) How am I different? 3) Why do you want me?
 - Tell your story through a human lens like you are talking to a person.
 - It breathes life into your brand which will make people more eager to engage with you.
- You make your every day easier.
 - Your brand becomes the lens for every business decision.
 - It creates a playbook which helps you to drive consistency across your marketing channels so you can leverage the power of your brand to magnify your efforts.
 - It takes the subjectivity out of decision making.
- You attract people to you.
 - A personality emerges from your Brand Story.
 - This helps the right people to find you and the wrong ones to opt out. Which means you can more efficiently build a community of advocates for your brand.
- You create long-term connections with your consumer.
 - 90% of decisions are emotional, so making emotional connections through the use of your Brand Story generates conversion.
 - These Brand-Love relationships mean your consumers will give you feedback versus just opting out. This allows you to anticipate changes in behavior or environment as well as be more brave in trying new things.

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete