

# BRAND STORYTELLING TEMPLATE

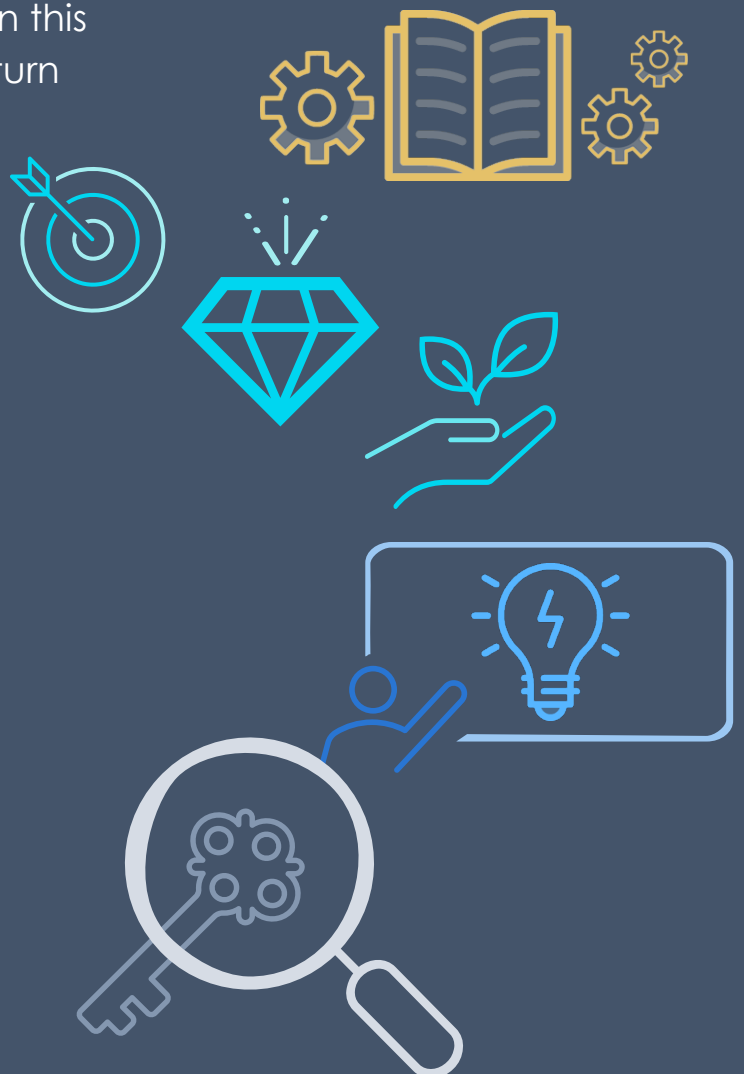
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Your brand story is a narrative of your company's history, purpose, values, and culture. In other words, your brand story articulates **what** you do and **why** you do it.

But your brand story is **also** a narrative about the "journey" of your customer (a narrative in which your customer/target audience plays the "hero.>"). You need to describe who they are, what problems they're facing, and how they use your products or services to find a beneficial solution. By doing this, you make them feel emotionally connected to you and thus loyal to your brand.

By answering the following questions in this brand storytelling template, you can turn your company's brand into a story.

- Who are you?
- Who are your customers?
- What issues are your customers trying to solve?
- How does your solution help this target audience?
- What is the positive end result for your customers?



# Who are you?

Who are you as an organization?

What do you do as a company?

What is your company's purpose?

What are your company's values?

# Who are your customers?

Who are your customers?

Where are they located?

What other potential solutions are available to your customers?

Why have your customers chosen you as their service provider?

# What issues are your customers trying to solve?

What are the challenges your customers are facing?

What are your customers looking for in a service provider?

What, ultimately, would be a suitable solution for your customers and would result in a good brand experience for them?

Why are you the best choice for your customers?

# How does your solution help this target audience?

How is your company unique in providing your customers with a superior solution?  
In other words, How do your offerings compare with those of your competitors?

What is the end result that your products/service provide for your customers?

Why is your solution the best in the field?

# What is the positive end result for your customers?

How does your brand instill trust in your customers?

How does your brand/solution inspire customer loyalty?

Is there anything you could do to improve your current brand story, to ensure customer loyalty?

All in all, how has your customer — the “hero,” the target audience of your brand story — succeeded by using the products/services you provide?

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