



Brand Storytelling Workshop



Context

Why do you exist?

What problem do you solve?

What environment do you operate within?

What is your **main** point of difference with competitors?

Why should anyone care?

Ideas and Notes

Community

Who buys your products or services?

Why do they buy?

What does your community think they know about you?

What do you want them to say about you to others?

Ideas and Notes



Personality

What values does your business represent?

What is the tone of your communications?

Ideas and Notes

Story

What is the single sentence that tells your story?

Consider: your battle, how you help, your hero, why anyone should care.

What makes your story true?

Provide three proof points:

1.

2.

3.

Ideas and Notes

