

Epic Brand Story
Guide

what is a brand story?

Your brand story is the story you tell to explain why you do what you do.

It's often an event or experience that led to you doing what you do. And it's often emotional to talk about. So, it's important to find a way to tell your brand story easily and well.

In this 10-step quick guide, you'll learn the steps you need to take to find and write your brand story.
Enjoy the process!

what could you write about?

10 STEPS TO YOUR STORY

How to create a story that connects, is memorable and supports your business.

1

Brainstorm

Decide on your theme before you start writing. You'll find questions for this later on in this guide.

2

Remember

While you're brainstorming, you probably remembered events that changed your ideas and which influenced what you do now. Write these down.

3

Choose

Choose an event to write about. Anything traumatic shouldn't be written about while it's raw. Read more about this later in the guide.

4

Collect data

Write down everything you can remember about this event. Are there videos/photos? Can anyone give you an extra perspective?

5

First draft

It's time to write your first draft. See later in the guide for the aspects to include. You don't need to worry about getting the details right - they'll come later.

REMEMBER

Your brand story can create connections like nothing else. It's worth taking some time for this.

YOUR NOTES

10 STEPS TO YOUR STORY

How to create a story that connects, is memorable and supports your business.

6

BRING IT TO LIFE

Now, we start adding details like colours, smells, sensations, emotions. Add important brand words and words that show who you are.

7

PUT IT AWAY

Might sound strange but the best thing now is to go and do something else entirely. You'll come back with fresh ideas and perspectives.

8

SCRAP

Now for a tricky part. Take out every word that isn't essential to communicate your theme or to create connection.

9

GET FEEDBACK

Now it's time to let other people look at your brand story. You'll find questions you can ask them later in this guide. Then rewrite.

10

PUT IT TO USE

Now, you're ready to add your story to your website, to use it in emails and brochures and on webinars. Enjoy the reactions you get!

REMEMBER

Your story is unique to you and someone is waiting to hear it.

YOUR NOTES

brainstorm questions

Use these questions to guide your brainstorm in step 1

1 What do you do? And how does that make your clients feel?

2 How does what you do help people? And how does it change them?

3 What positive feedback do you get from your clients? (especially if it feels normal to you)

brainstorm questions

Use these questions to guide your brainstorm in step 1

4 When can you remember you were first good at what you do? When did it first interest you?

5 When did you first want to do what you do now? Why was that?

6 What makes you emotional when you work with your clients? Why is that?

brainstorm questions

Use these questions to guide your brainstorm in step 1

7 What do you not understand about how others work? What are they missing or can't see yet?

8 What do people sometimes say you go on about? How is that related to your work?

9 Pulling this all together, what theme or idea connects it all? What's most important to you?

is your story suitable?

Read this to help you with step 3

Not every story has to be told (yet).

When you choose your brand story, it doesn't have to be your biggest, most traumatic life story.

The most important thing is that your story connects to what you do and why you do it. And that you're able to share it easily.

It can be kinder to save the 'real' story for another day and choose another smaller story that's easier to tell.

what story isn't ready to be talked about (yet)?

how to write your 1st draft

Read this to help you with step 5

1. Start with an anecdote about the event/a single moment that sums up your theme
2. Describe the incident/situation
3. Describe how you changed things around
4. Describe what this has taught you
5. Describe how you now help others with your theme

which anecdote jumps out at you?

how to review your story

Read this to help you with step 9

Ask others (and yourself) what they think about these aspects.

1. Is it clear?
2. Is it interesting to read?
3. Does it make people curious?
4. Does it clearly show how you overcame a challenge?
5. Is it clearly related to what you do?

listen to the feedback but know that you don't have to use it

Frequently Asked Questions

Q1

Do I have to follow all of the steps? I know what I want to talk about.

Even if you know what you want to talk about, you'll benefit from following the steps, as these guide you through important aspects of your story. What you want to write about isn't always the best brand story for you.

Q2

I'd feel better if I had some feedback on my story. How can I get that?

Watch your inbox. I'll be sharing some ways that you could get feedback in some emails over the next few days.

Q3

How could AI help me with writing my brand story?

Does your AI know you and your work intimately? Does it understand your themes and your clients? Then you could ask it for feedback in step 9.