

5 Steps to Creating Your Unique Brand Story

If you want to build a successful, sustainable business and a brand that will garner loyalty, it starts with your brand story.



WHO ARE YOU?

Your story is important to more than just yourself. It resonates with your employees and with customers, cultivating a community of brand advocates who stand behind and support your story.

We want your story to connect emotionally with your consumers.

Do you understand your customers thoughts and feelings, are you able to empathize with what their needs are and how you satisfy that need? This creates real emotional connections – connections that can turn into trust, and eventually, revenue. That’s why your brand story, that’s unique to you and your company, has to be shared.

Your brand story represents who you are and what you stand for. It sets the stage for every interaction your customer has with your brand.

Customers no longer only care about price and functionality, and they look beyond price tags and good deals. They want to connect with your back story and the ethos of who your company is.



WHAT IS YOUR WHY?

Ask yourself:
 Why do we exist?
 How do we contribute to the world?
 What is our mission?
 What motivated me to start my business?



WHAT IS YOUR PURPOSE?

What is the purpose of your brand beyond the products?
 What was your passion for getting into your industry in the first place?
 How and where does your product fit in?

WHO IS YOUR AUDIENCE?

Who do I make my product for?
 Who is your target demographic?
 What is at stake if a consumer doesn't buy my product?
 Who is my current customer?
 Who is my ideal customer?



WHAT IS YOUR NICHE MARKET?

Does your product solve a problem?
 Should it make a consumer feel a certain way?
 What is the quality and price point of my product?
 How is my product different from competitors' products?



YOUR BRAND IN ONE SENTENCE

Your one-sentence business statement is a clear and concise description of what your business does, who you do it for, why you do it, and what sets you apart from your competition.

Using all of your responses above, it's time to write what your business stands for in one sentence. Here's a template to get you started.

_____ (your Company/Brand name) is a _____ (what you do) that _____ (provides / offers / sells / creates) _____ (your products and/or service) _____ (to / for) _____ (your target customers), so that they can _____ (solve this problem or reach this goal).

Example:

Fine Design Goods is a specialty food store that creates gourmet pepper sauces for lovers of spicy foods, so they can enjoy all of the heat, without the guilt.