

Brand Storytelling

Step 1: Goal Setting

Start with the end in mind.

Goal #1

Goal #2


Goal #3



Step 2: Reflecting

Capture your brand's history.

Craft a short description of your brand's history. Who are the founders and why did they create your brand? Describe the early life of your brand.



Step 3: Questioning

Use the 5 W's (and 1 H) questions to gather information about a particularly successful customer experience.

Who is your focus customer?

What problem did they have and **what** happened when you helped solve the problem?

Why did they have that problem?



Step 3: Questioning (cont'd)

When did they choose your solution? What was the catalyst moment?

Why did they choose your company over another?

How did you solve their problem?



Step 4: Characterizing

Characterize your hero using Jung's 12 character archetypes. The color wheel indicates their ultimate want or need.



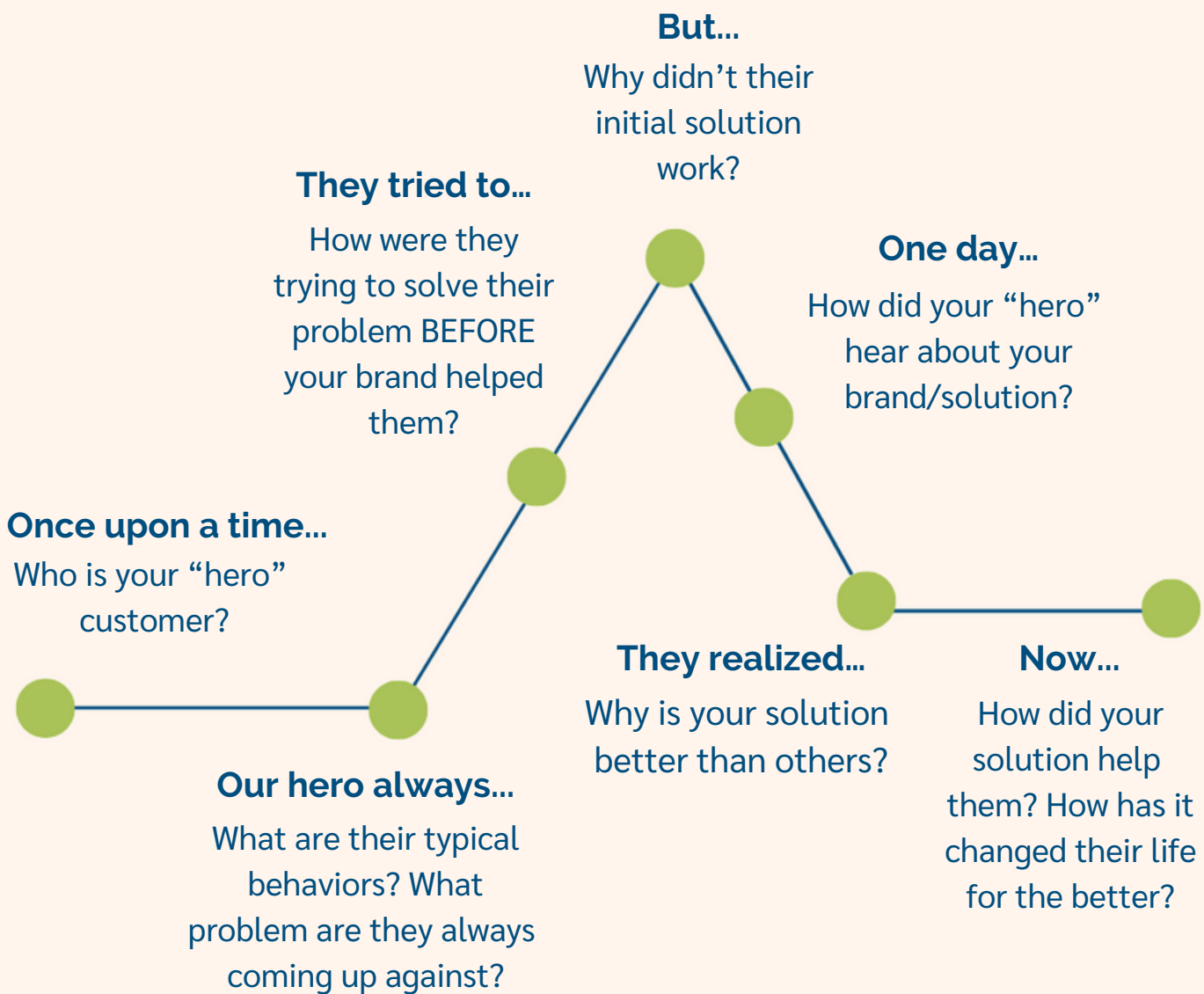
Source: [March](#)



Step 5: Narrative Writing

Use your notes above and put them into narrative form using the story arc.

Story Arc



Step 6: Story Weaving

Identify existing and future opportunities to weave your story into your content and across marketing channels.

Website

Customer Testimonial

Email Campaigns

Blogs and/or White Papers

Social Channels

