

RESOURCE: 5 Things to Consider When Creating Your Brand Story

A brand story is something every business has, but few manage to use it in a way that works best for them. Your brand's story is more than just your company's history; it's as much about where you're going as where you're from.

It's a narrative that defines your company's values, purpose, and unique attributes in one carefully woven package. It's also something that forms the foundation of your marketing strategy.

When cultivating your brand story, here are the top five things to consider:

1. Why did you start your business?

What's the real story behind your company's existence?

Are there aspects of it you can focus on that are genuinely interesting to your customers?

Where did you get the idea for your business?

What were the circumstances that led you to starting the business?

What makes you different from your competitors?

What do you see that others don't?

2. What would make your story more interesting?

Your story should be based on truth, this will give it authenticity and integrity.

What are the things your customers always ask you about when you talk to them about your business?

What elements of your story can you embellish or emphasise?

Is there anything in your story that can give dramatic effect to the story?

Are there any other interesting characters who share your story?

3. What other company's stories do you find engaging?

Who is your inspiration locally? And why?

Who is your inspiration nationally? And why?

Who is your inspiration internationally? And why?

What elements of these company stories really resonate with you? Are there any you can adopt or tailor to your story?

What was the last brand story you engaged with and why?

Are there any business leaders you follow or enjoy reading about because of their story? If so, who and why?

Any of the brand stories above that you feel are great motivators to buy? Why is this? Can you replicate this idea in any way?

4. What's your ultimate goal?

What do you want to achieve with the company?

What feeling do you want customers to get after engaging with you?

What memories do you want to leave your customers with?

If a customer was to refer a friend to you what do you want them to say?

Do you have a particular mission?

Do you have any ties to charity, community interest, social conscious causes etc...?

What's your USP?

What is it that makes you special when compared to your competitors?

What do you do differently than your competitors?

Dig deeper into your USP by checking out our [Creating Your USP Resource](#)