

# Brand story



Your purpose and brand story are the foundations for all your communications – verbal and written.

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- Every great business has a deeper reason for being, above simply making a profit. Define your purpose as it aligns with your customers' needs, so you communicate your bigger cause.
- Purpose- and values-driven businesses have more impact, attracting customers and staff whose values align with their own.
- Identify your customers' three biggest problems – functional, emotional and philosophical – and show how you solve these with your services or products.
- Align your purpose and customer value proposition with the big problems you solve for your clients.
- Make sure your value proposition aligns with how your customers view success.
- Make sure your value proposition differentiates you in meaningful ways from your competitors.
- Make your customers the hero of your brand story. Position yourself as the expert guide who can make them a success.
- Identify their aspirations, so they feel you deeply understand them.
- Use storytelling techniques ahead of technical information – people remember great stories more than cold, hard facts.
- Become known for helping your customers succeed. This way, you show prospects that you have solved these problems for others, making it highly likely you can solve it for them, too.
- Define your brand personality, voice map and word palette to support your positioning and purpose. Be consistent with these.
- Tell your brand story again and again in different ways and across different channels, so you are seen to stand for something in the market.
- Check that your current visual identity supports your brand story and your market is attracted to it like bees to honey!