



BrandStoria: The Power of Your Unique Brand Story

Objectives:

- Understand the power of brand stories
- Consider how they can work for you
- Insight on important considerations in telling your story

Why Brand Stories?

- Impact your success; gain notoriety, drive people to read your work, sell more.
- Express what makes you unique & special succinctly, with clarity and with relevance.
- Why use the framework of stories? We all live and breathe them. It's how we engage with the world.
 - We are the stories we tell.
 - We can rewrite them.
- Elements of a great story:
 - Builds an emotional bond
 - Is Participatory
- Great brands also tell great stories:
 - Setting them apart
 - Communicating in a powerful and emotional way
 - Attracting customers
 - Encouraging loyalty
 - SUM = RAVING FANS
- Who really develops your story? You or your “customer?”
 - You must be true and authentic
 - It's continuously evolving....
- Developing “fans” is an important part of your business
 - No one else is really going to do it for you
 - Parallel: music industry

3 Steps for Telling a More Powerful Story:

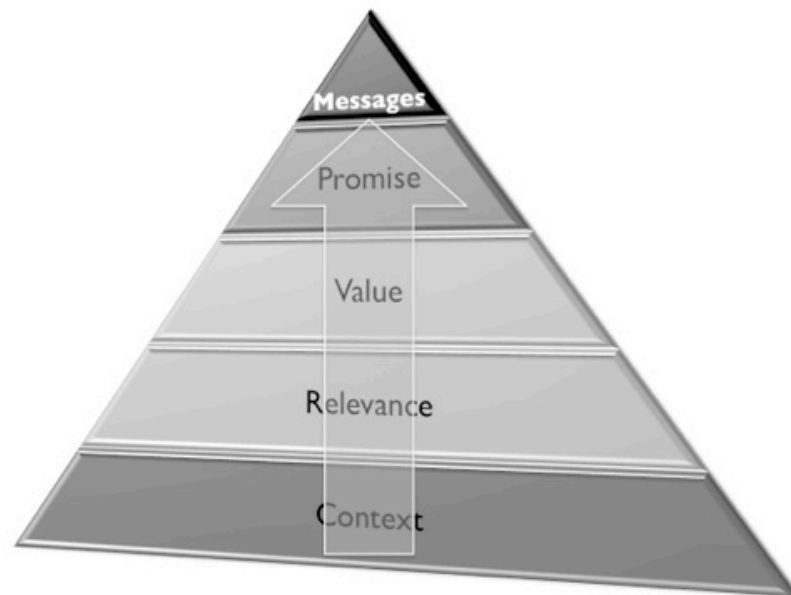
1. Know the foundations of your (brand) story
 - Dimensions
 - Personality
 - Building blocks
 - Consider: yourself and your subject matter

2. Hone in on how you are different.
 - Ask yourself: is it REALLY different?
 - Is it meaningful? Memorable?
 - Can it be protected?

3. Tell it!
 - Go to where your customers are located (Social Media)
 - Be unexpected
 - Tell me in 10 seconds (or less)
 - Help your customer be part of the story
 - Design matters

BrandStoria Blocks:

The behind-the-scenes platforms that support the brand messages



- Context: what is happening in the world that impacts the “lens” of our audience
 Relevance: why the targeted customer(s) needs this product/service
 Value: what the targeted customer will gain from this product/service
 Promise: what the brand will deliver to the audience through everything it does.

Getting Started: What are your brand dimensions?

List individual words that best describe your business, service and value to your customers. Which ones are the most relevant, powerful and meaningful to your customer? Which ones set you apart? Which ones represent the heart and soul of your brand? Incorporate these into your story.

For example, the brand dimensions for the University of Pennsylvania include:

- Ivy League
- Benjamin Franklin
- Philadelphia
- Practical Knowledge

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