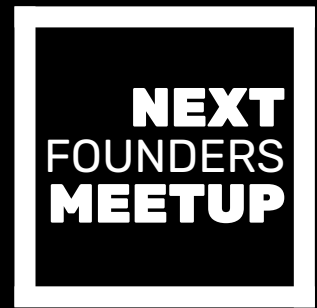


# Brand Story Framework



Plan Your Brand Strategy From Ground  
with Templates and Actionable Advice

# Creating Your Story & Brand

Branding... yet more fluff?! Many people think so, and often miss these steps out but your core story & branding actually fuels your whole marketing campaign and sales funnels. If you're in it for the short or long term...without a good brand, your business and any offer will suck.

"Branding... The Foundation that creates a world around your business that people are compelled to learn about, follow, and become part of" - Neil Patel.

This is basically what this strategy is about... it's about giving you the components, tactics, hacks, and channels to present a world to your customers that makes them want to buy from you. It's an all-encompassing approach. So the most successful brands all spend a lot of time (and a lot of money) on sharing their core stories. And they use their stories because it's crucial to Growth.

Of course the better the story can be communicated the more people will connect to it. So it needs to be relatable, compelling, interesting, and create a spirit that others want to be associated with. Think of Nike and Just Do It. It's inspirational, it's associated with athletes, and winning against adversity, etc.

The 1000 true fans theory is also based on building a brand. Tim Ferris endorses the theory written by Kevin Kelly which you can [read here](#). Or even watch the [video here](#).. This theory is a powerful one and worth reading about ~~so that~~ you don't get discouraged by the misconception that you need millions of followers to be successful.

So... this is the final section before we get to the Sales Funnel and Customer Acquisition sections.

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Having your core story and brand ready to go will allow you to fuel each of the upcoming growth tactics and ensure that any marketing you execute has the strong foundations of a great brand to convert customers. It will also give you confidence and make you proud to share your business.

### **Where to start?**

Good question. We've made it easy by providing you with more questions that will allow you to really think about and clarify your core story.

Keep in mind that each answer to these questions can serve as months and years of content that you can share with your customers in multiple forms! Especially your ads, social content, and email sequences (which we'll go into later)...

### **ORIGIN STORY**

This explains why you do what you do, from the perspective of what lead you up to this point. This doesn't have to be fantastic, over-the-top, or unusual. In fact, the more relatable it is, the better. People want a hero that they can aspire to be like, which means starting from a place they can relate to, rather than being "above" them.

Again, you can note down initial thoughts and then come back to polish it off. But definitely go through the questions.

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1.What are the free offers (lead magnets) that your competitors are giving away to capture leads?

I.e. Free weekly newsletter? Free e-Book? Free Guides? Free Trial? Webinar? Free Consultation?

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2.What Digital products are your competitors selling and at what price points?

Do they have membership subscriptions? Courses? Guides? e-Books? This can be on monthly subscriptions or one time costs. If it's a software service or membership etc, do they have tiered pricing? If you're a physical goods business don't dismiss this, still, check to see if competitors are offering digital offers too. A magazine or Newspaper can also charge digital membership fees or an e-commerce store can sell guides and courses.

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1. Where did you start?

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2. What struggles did you face?

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3. Where did your journey take you?

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4. What was your point of no return? (Your “pivotal” moment. You couldn’t take it any longer.)

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5. Why did you continue on, in the face of adversity?

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6. Why did you think you were the person to do this?

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7. How are you different now?

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## **FOR STORY**

In your origin story, you should have come across some struggles that clearly helped you define the values of what you do and why you do it. This is what you stand for a common, positive, cause that your target market can join you in pursuing.

1. What is it that you specifically stand for?

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2. Why do you stand for that thing?

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3. What beliefs, values, and/or experiences are behind what you are for?

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4. Why should someone stand for that thing, with you?

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5. How are you specifically going to stand for that thing?

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6. How does standing for that thing make you feel?

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7. How does standing for that thing make your supporters feel?

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## **AGAINST STORY**

At the same time, when you know what you stand for, you must also know what you stand against. Remember that most people are more motivated by the idea of losing something, or by anger. Relate to them by joining them in that anger and talking about an ideal way of doing things or beliefs... and you will quickly bond with them. The biggest mistake you can make is to be in the middle of the road. People want a leader they can follow, and leaders are decisive. Your brand should be a leader in something.

1. What is it that you specifically stand against?

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2. Why do you stand against that thing?

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3. How does that thing you stand against make you feel?

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4. How does that thing you stand against make your supporters feel?

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5. What beliefs, values, and/or experiences are behind what you are against?

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6. How are you specifically going to stand against that thing?

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7. Why should someone stand against that thing with you?

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# Unique Selling Proposition

You've answered a bunch of questions on your brand and business to the point where you probably have a number of ideas and thoughts floating around in your head as to what it actually is you are setting out to do.

So now... you have to create a USP to specifically state the value of your product to a customer so they buy from you over somebody else.

Your core story and brand will last a lifetime, it's the macro vision of your business that will attract and connect customers to the brand... the USP can be now be created for the product.

This is all about clarity and simplicity which will set you apart from other products. You need to know and present the reason why customers should choose your offer. You need to convince them with honesty and capture their attention so that your product appeals to them like no others.

Again, hard to do, and it takes time. But these questions will help you hone in on your USP. Some of the questions will feel familiar as you've done this in previous sections. So draw upon those, or clarify them here based on the additional market and competitor insights that may have developed your ideas...

1. List all the problems your product/ service/company/brand can potentially solve for a client.

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2. List all of the objections your product/service/brand could potentially face from prospective clients.

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3. What are the top 3 problems you solve? What are the top 3 objections you need to overcome?

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4. Do any of the problems you solve, connect with and help you overcome any of the objections?

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5. APPEAL: What emotion appeals most to your target client? I.e what do they want to feel? Their dream or ideal state?

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6. EXCLUSIVITY: How are you different than your competitors? What is your “only” factor? How can you make your target market feel they are special or exclusive?

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7. CLARITY: In one sentence, why should someone buy from you over any other option? Try to include a power, prime benefit, and enabler phrase.

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These 3 aspects (Appeal, Exclusivity, Clarity) will help you come up with a really specific, concise and powerful USP. You’ll be grabbing their attention with a power phrase, trigger their emotions and ease fears with a prime benefit, and finish up by showing them what they want to achieve.

## 8. POWER PHRASE:

What is the main phrase that will differentiate you from competitors?

Are you the first at something? The best at something? The cheapest? Or the 'only' something? This can be a descriptive or action phrase.

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## 9. PRIME BENEFIT:

What is the benefit that is provided by your product/service/brand that is the most emotionally satisfying to your prospect? Use the 3 problems you listed above. Which is most satisfying when solved? And Why? It's usually the one that solves more than a material problem and gives emotional benefits. This is your prime benefit.

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#### 10. ENABLER PHRASE:

This phrase allows the customer to relate to the technical benefit they think they need. The big dream and end goal that they have and how your product is going to be the vehicle to get them there. What does someone technically want to have resolved and/or provided for them, by choosing you?

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#### 11. CLARITY:

With the answers from above, write down again why someone should buy from you over other options, in one sentence. Is this more compelling?

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## 12. CREDIBILITY:

Look through this list, and write down all of the elements of credibility your product/ service/brand has. Remember, stacking credibility is a super powerful way to brand yourself and build instant trust with your prospects.

Exclusivity: you're the only one Exposure: you're seen frequently

Reputation: you have great or numerous testimonials and/or reviews

Seniority: you're the oldest or the original

Innovation: you've done something unique, stand-out, and/or new

Association: you are openly connected with other reputable brands/people

Promises: you reduce or eliminate the risk of buying from you



13. With your answers throughout this workbook, retry your power phrase, prime benefit, and enabler phrase, one more time. Put them all together to create third draft of your USP.

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Alright... finally... compare your first USP, second USP, and third USP against one another. Which one is the clearest and most compelling? Ask for some feedback from people close to you, a few strangers, and a couple of customers. Which one won people over most consistently? Did they understand it easily?

A USP should be in a state of constant evolution and ultimately... you should A/B test all of them by using them in ads and on landing pages and see which version gets better conversions and click-throughs etc. In the end, your data will tell you.