

WORKSHEET

Bringing it all together

This is where we bring together our brand story all on one page. It's a time to further refine your work over the past five days now that you've gone through all the exercises.

Some tips for success:

- Use clear concise language and write in the present tense.
- Remember in this exercise, you aren't limiting yourself or your future possibilities or directions, you're picking a place to really focus on for right now.
- This is about progress and picking a starting point - not perfection.

Q: Why does your business exist?

Q: Who do you do it for?

Q: What do you do?

Q: How do you do it?

Q: How do you do it differently or uniquely? What sets you apart? What is the YOU that you bring to it? How are you different from those around you in terms of your product or service?

WORKSHEET

Bringing it all together

Now that you have all the elements of your story figured out, practice bringing it together in a statement.

Pro Tip: Use conjunctions and action words to connect the different parts of your story. Powerful way to start sentences: Since... When... While... After... Realizing that...

An example of a brand story for a fitness coach...

THE WHY:

When I was a new mom I found it so challenging to prioritize my personal health when I had so much else on my plate and wanted to put my family first. I realized that being a healthy role model for my children was one of the best things I could do for them. I now want to help other moms achieve their health goals and be the role models they want to be for THEIR children.

THE WHO:

Busy moms who are trying to balance and juggle so many areas of their life to find time to focus on their own health and fitness.

THE WHAT:

Personalized and realistic workout plans that will meet her where she is at and help her achieve your goals with support at every step.

THE DIFFERENTIATOR:

Personalized fitness coaching and fun group workouts that offer support, motivation, and routine to keep her on track with her fitness goals.

PUTTING IT ALL TOGETHER

When I was a new mom I found it so challenging to prioritize my personal health when I was so busy trying to put my family first. I realized that being a healthy role model for my children was one of the best things I could do for them. Knowing that other women had the same goals and challenges I did, I started XYZ Coaching. My mission is to help other busy moms who are trying to juggle so many things to focus on their health and get active again after a long break. Through personalized fitness coaching and fun group workouts that offer support, motivation, and routine, it's easy to get back on track with your fitness goals no matter what else is on your plate.

WORKSHEET

Bringing it all together

An example of a brand story for a product-based creative business...

THE WHY:

I am passionate about bringing art into the every day.

THE WHO:

Minimalists who value beauty in function.

THE WHAT:

I'm a ceramic artist who creates contemporary and functional pieces.

THE DIFFERENTIATOR:

Instead of smooth shapes, this pottery is built up out of polygon shapes and faceted edges.

PUTTING IT ALL TOGETHER

I'm a ceramic artist who creates contemporary and functional pieces for minimalists who value beauty in function. I am passionate about bringing art into the everyday and build pieces made up of polygon shapes and faceted edges instead of smooth shapes.

WORKSHEET

Bringing it all together

Some examples of my brand story...

Helping people turn their passion into profitable purpose-driven businesses gets me up in the morning. For the side hustlers and the new entrepreneurs who want to share their gifts with the world but are struggling with taking it full time, I help them get unstuck and focus their efforts and their mindset for success. In my award-winning community, entrepreneurs can get the skills, support, and connections they need to build a profitable and successful business they love.

-or-

I am passionate about helping you build a business that gives you the financial and time freedom you dream about. If you are feeling like your big vision just can't get traction, I'm here to help you cut through the noise and figure out exactly where to focus your efforts so you can move your business forward. For over 15 years, I've helped businesses build their brand, reach new audiences, launch national multi-million dollar products, and sell out their events. Let's use those money, mindset, and marketing superpowers to help you rock your role as CEO and create a totally doable plan of action to get those dream clients and customers.

YOUR TURN...

WORKSHEET

Bringing it all together

Now that you have an awesome story, it's time to bring it to life. Being consistent and having your story show up in everything you do is crucial. But, done right, your brand story can help you attract and connect with your customers without a big marketing budget.

Once you put it all together, your brand story is the foundation and framework of your business.

Any choice that comes your way, you can ask those questions now that you are truly crystal clear on who and what your brand is. Your brand story serves as a sort of checklist for decision making.

Does the new idea you just became obsessed with help to tell that story? Does it fit with the narrative? Or is it way off?

When it comes to building your brand - through your website, your marketing, your content, your brand story is a powerful tool. You have all the key things that you need to say right there on one page. That same story can be told in countless ways - it's just about telling it consistently.

BRAINSTORM SOME IDEAS FOR HOW YOU WILL USE YOUR BRAND STORY...

