

* BRAND STORY ELEMENTS - PROMPTS

Use the prompts below to think through each element of your brand.

Fill in the worksheet with your answers. Consider how well it aligns with your current brand story.

WHAT

GIVE 'EM THE GOODS!

- What do you provide to your people?
- What product/service do you offer?
- What content do you share?
- What value do your goods provide?
- What problems are you solving?

WHO

MY PEOPLE

- Who are your audience segments?
- What pains/challenges do they have?
- What do they expect/desire?
- What do they care about most?
- Similarities + differences about each segment:

VALUES

AT OUR CORE

- What beliefs/practices guide you?
- What matters most/non-negotiables?
- Three words that describe your brand?
- What character could represent your brand personality? Why?

HOW

THIS IS HOW WE DO IT!

- Which strengths impact your work most?
- Do you have a specific process, approach, or method?
- Our work is different/unique because:
- What tools/resources do you use?

WHY

THE MOTIVATORS

- Our work's purpose is:
- We are fulfilling this need:
- The impact we want to make is:
- How do you want your people to feel?

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WHAT

HOW

VALUES

WHO

WHY