

# TELL YOUR Story WORKSHEET

- For Makers and Artisans -

LET'S DO THIS!

Heather  
M  
Bunker

[www.HeatherBunker.com](http://www.HeatherBunker.com)

home: 919.375.4366

mobile: 919.348.0025

[heatherm.bunker@gmail.com](mailto:heatherm.bunker@gmail.com)

# TELL YOUR STORY

## LET'S GET STARTED DISCOVERING YOUR STORY

**Brand stories are a huge and I think very important aspect of branding. This includes both your literal history—like when and how you started—and the role you play in your customer's life and heart.**

Writing down your brand's story is not too far from actual storytelling. We are all made to tell stories (my favorite are fish stories) and hear them read and told by generation to generation. Some of my fondest memories were being read to by my mother. Some people even think that stories are really what shapes the civilizations of today and yesterday.

Remember, when you were a child and you sat on your mothers or fathers lap reading Dr. Seuss until late in the night? Do you remember that feeling of attachment, comfort, and excitement? The act of storytelling is exactly why telling your brand's story is so very important.

When your prospects are that engaged and enthroned in your brand's story they feel connected in a huge way. That connection turns them into customers and brand ambassadors and nothing is better for your business than an honest review and authentic referral.

When you tell your story it should make them a superhero. Help them get the promotion by being more productive. Make your customers be the fair maiden at the ball and gain the attention of their crush. Help them be more organized at home and run there home or business more smoothly.

## BUILD YOUR STORY

**So what exactly is your story? How do you tell a story without a story to tell?**

**EVERY STORY HAS THE FOLLOWING ELEMENTS:**

- » **An introduction to set the scene.** «
- » **Rising turmoil or action to keep the story going...** «
- » **Conflict, which strokes emotion and establishes a connection and response.** «
- » **Climax to get everyone on the edge of their seat.** «
- » **Falling action complete with soothing music to settle things down.** «
- » **Resolution so someone can live happy ever after.** «

All stories start like this...But the story never really ends does it? The story repeats itself over and over and over. Just a different problem and resolution. Thats life right? In every story their is the good, bad, and ugly and it's so important to tell it all. Every story has conflict. The story of your business is no different. Share what you're proud of and share what you're ashamed of. Most often the times we are ashamed are the times we have the best stories. While your business continues to tell a story, the stories of where you started and where you want to go humanize your brand and company. They give your brand its character and it's that character and frustration that gives your brand its story.

A brand story is made up of all that you are and all that you do. Starting with your company's history, mission, goals, customers and the reason you exist. Your story is the people, places, and ideas that your company thrives on. Your foundation, and it's what keeps your brand and pocketbook growing. A combination of how you came to be, why your products are different, your passions, company culture and who's lives you change or maker better.

Brand stories can be told in many different ways, with an evolving story line and cast of characters, but you have to be super vigilant about continuity and consistency when you tell your story. You have to be sure your brand story touches your customers at a deeper level, one that cuts to their very core. Create a deep, emotional connection with your audience and they will want to be a part of your brand. Show them that you really understand who they are and what they need.



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[heatherm.bunker@gmail.com](mailto:heatherm.bunker@gmail.com)

# LET'S CRAFT YOUR FIRST DRAFT

Here are a few basic questions to answer to help you pull your story out of its box:

AN INTRODUCTION  
TO SET THE SCENE.

## WHAT IS YOUR WHY... YOUR REASON FOR BEING?

Spare no detail, and write this story starting in the very beginning. When your business was just an idea. Include all the stories of your start and include quotes, funny facts, and testimony's that got you to where you are now. Consider the purpose and dreams that birthed the company.

To tell your story, you have to know your reason for being in business, your WHY, and you must be able to articulate it clearly. What is your purpose? What is your WHY?

Answering the simple question about WHY you're in business reveals the simple truth about what makes you tick, and what makes you different, compelling, and awesome. Knowing where you've been will help you know where you're going.

What is important to you? >

What makes your product different from the competition? >

What is your mission? >

### Mission Statement Examples:

#### Amazon

"To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices."

#### KickStarter

"To help bring creative projects to life."

#### Google

"To organize the world's information and make it universally accessible and useful."

#### Whole Foods

"Our deepest purpose as an organization is helping support the health, well-being, and healing of both people – customers, Team Members, and business organizations in general – and the planet."

What makes you different?  
YOUR WHY? >

What are your values? >



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## YOUR NOW

Through years of experience of working with entrepreneurs and brands I have learned that the brand story is the foundation upon which you differentiate your brand and make emotional connections with your customers. A great brand story & brand strategy will show you how to be different, increase brand awareness, create customer loyalty and power your profits.

### Your Brand Positioning Statement

Let's Establish your brand and positioning statement...It serves as the steering wheel for your brand strategy. Ultimately it influences every decision you make in presenting your brand—from giving it a name and logo to producing ads and marketing materials to creating the experience that customers will encounter when they come into contact with your brand from any direction.

Your brand positioning statement guides your visual identity. It describes the people your brand must relate to, the attributes it must highlight, and the promise and character it must convey.

WHOA!

#### Put together your Brand Positioning Statement >

#### Who are your main characters?

Every brand story has the main crew that helped it take shape. Was your business inspired by chance meeting or by accident? Was there an aha moment while taking your kids to school? To find the heart of your story, start by identifying all of the people (real or fake) who have helped to start, and grow your business, use them as your cast of characters.

#### Who (or what) is your cast? >

Picture yourself outside of work, how do you respond to the question, "What do you do for a living?">>

1

#### WHO IS YOUR TARGET MARKET?

This should be a pretty straight-forward question. The more specific you can be, the better. Think about all of this, then write down your target market in slot 1.

Examples: Men ages 24-35; Doctors; Upper-Class, Lower Class, Expectant Mothers, Teenagers 15-20.

2

#### WHAT UNIQUE VALUE DO YOU PROVIDE THEM?

Think back to the beginning of our exercise...

Examples: The lowest price, The highest quality, More peace of mind...

3

#### WHAT PROBLEM DO YOU SOLVE?

Example:

- We eliminate overhead by selling online.
- We help people feel empowered.
- Made by hand with quality materials.

#### USE THIS FORMAT:

[Brand Name] provides \_\_\_(1)\_\_\_ with \_\_\_(2)\_\_\_ than any other [Your Industry]. We do this by \_\_\_(3a)\_\_\_, \_\_\_(3b)\_\_\_, and \_\_\_(3c)\_\_\_.



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&  
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HAPPY EVER AFTER.

## HAPPILY EVER AFTER

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A great brand story is succinct and tells the narrative of your brand, including where you've come from and where you are going. A great brand story must be true, authentic, and honest. No one likes a salesman so keep it real. You have to have a purpose. What drives you? When there is a purpose driving your story, audiences engage. It invites the audience to be part of where you are going to be a part of your brand. It shares your heart, fears, passions and why you do what you do, and as a story, you must learn to tell it masterfully.

Your story begins with the connection made when the customer hears your name for the very first time, when they see your logo, browse your website, reads your about page and communicates with you on social media. You give them a gut feeling and that signal you send should be what you are really about. Not just what you do and how well you do it, but about what you stand for, build the whole picture of your brand and put the right words with it. Marketing often happens when you are not listening and your customer is telling a friend how

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**Write a story around  
your brand statement.  
Write a one-page document  
to support it. >**



# COMMUNICATING YOUR BRAND STORY WITH AWESOME CONTENT

"DON'T JUST MAKE THINGS TO SELL THEM. MAKE THEM WITH A PURPOSE...WITH HEART AND INTEGRITY."

So, how do you share your brand story? Content is one of the best tools at your disposal. Every piece of content you create supports your story, from the simplest tweet to what your reading now....

It's a steady flow of connection, a way to deliver your story to multiple audiences, on multiple platforms.

## STORYTELLING CONTENT CAN INCLUDE:

Video	Social Media	Interactive infographics
Your Website	Data visualizations	Microcontent
Articles/Whitepapers	E-books	Motion Graphics
Case Studies	Explainer videos	White papers
	Infographics	

## WHAT IS NEXT?

Consumers hate to be interrupted with the sell, sell, sell message, this is called interruption marketing. Your customers don't want to be treated like a silver dollar. Don't prey on them like a hawk. No one likes to be treated that way. Traditionally this sale tactic is a one-way tactic and customers are bucking it.

In the 2017 Edelman Brand-share survey (<https://www.edelman.com/trust-barometer>) found that the majority of consumers are suspicious and don't trust big corporations. What does that mean for you?

Well, to start your a small business, who crafts things with your own magical hands. Already you have a leg up... crafting an authentic and trustworthy brand is where you need to focus on your energy. Don't just make things to make them. Make them for a purpose...with heart and integrity.

Make sure to use communication tools that are easy for you to use. Your story isn't static; it changes as your company grows and expands, as you bring on new team members and break into new markets. While your website may not change much (every few years), a new idea or product can spawn an article, infographic, and social content to send your story far and wide.

## YOUR VISUAL LANGUAGE

"Your brand is what people say about you when you're not in the room." - Jeff Bezos

The terms branding and visual identity (visual language) are often used interchangeably but they are actually not the same thing. Getting these two terms confused can result you missing out on really connecting with your customers. Branding is becoming one of those buzz words that gets thrown around...Most people don't really understand what it is...I guess that is why I have a job right? Really branding goes way beyond your logo, colors and fonts...A brand is largely made up of non-tangible things as we discovered previously.

Creating a brand for your business is much more than just creating a logo. It involves everything from creating a visual identity, creating your brand's personality and finding your voice. Insert Ariel's "Aaaaaaaa- waahhhh" here. Your branding has a huge emotional impact on your customers and the decisions they make to buy. People often to buy a product because of brand awareness and simply because they have created an emotional connection with a brand. So let's get started creating your visual identity and give them something visual to connect to.

If you don't already, your brand should have a formal style guide. (This allows any designer to preserve brand style and integrity.) Make sure it includes specifications for:

Logo, Color palette, Typography, Iconography, Design system (such as hierarchy), Photography/graphics

## SO WHAT NOW?

Consistency is key. Seriously.

Think about all the crazy things that a small business must do...All the content, images, ads, website content, social media....AHHHHHH! It's so much to think about. It is easy to see how a company can get lost while trying to maintain a consistent brand identity. Why make your job harder and completely recreate a design every time you launch a campaign?

Don't veer off course after working so hard to set standards. The lack of consistency may not be noticeable at first, but failing to identify and stick to a consistent brand identity can eventually have a negative impact. The brand can become disjointed, unreliable and divided so much that it confuses customers and even yourself.

GO GET EM!

-Heather Bunker  
The Brand Crafter



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