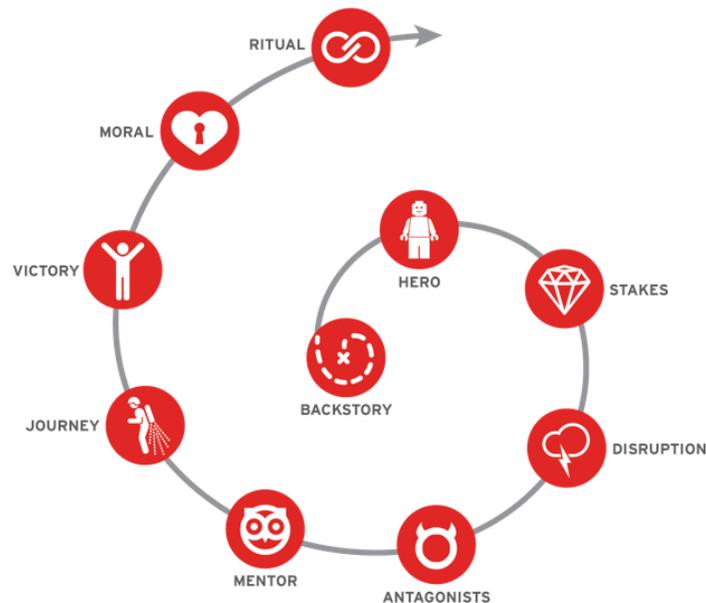


Crafting Your Brand Statement

W O R K S H E E T



STEP 1: Quantify Your Brand Story: As they say, “You don’t know what you know until you write it down.” Using the brand elements you developed in the Story Cycle process - position, audience, value proposition, promise, personality and purpose - create your brand statement by filling in the blanks on the following page. And then feel free to massage and edit your work to create a compelling statement that captures the essence of your brand.

We have included an example on the last page of how we used the Story Cycle to create the brand statement for the Business of Story platform. You can use this as a guide.

STEP 2: Qualify Your Brand Story: Then they say, “You really don’t know what you know until you teach it.” So tell your brand story to at least three people. Perhaps someone in your organization, someone outside of it, and to a friend or family member to see how well it resonates with them. Is your story clear, concise and compelling?

STEP 3: Refine Your Brand Story: Now refine and practice sharing your story until it becomes second nature. Congratulations, you’ve just created a one-floor elevator pitch. In the attention economy, few people will give you much more time than that.

[Pick my brain](#) if you need assistance finalizing your brand statement, and [sign-up](#) for our newsletter for more Business of Story tips, tricks and techniques.

Craft Your Brand Statement



HERO

For (Define target audience) _____



STAKES

who want _____



DISRUPTION

and need to (Describe your response to the market) _____



ANTAGONISTS

but (What stands in their way?) _____



MENTOR

(Insert your brand) _____

provides (#1 specialty) _____

with the gift of _____



JOURNEY

to help the customer overcome (Unique value proposition) _____



VICTORY

and achieve _____

_____ **better than anyone else!**

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EXAMPLE: **The Business of Story Brand Statement**



HERO

For business leaders, marketers and sales executives in professional services firms



STAKES

who want dynamic growth for their organization and people



DISRUPTION

and need to humanize their B2B offering to create transformational, rather than transactional, customer relationships in the thriving participatory economy,



ANTAGONISTS

but are stuck in their old ways of promoting products and services rather than publishing meaningful content that empowers their audiences,



MENTOR

The Business of Story offers the most strategic and engaging cross platform story-crafting process with the proven Story Cycle system



JOURNEY

that re-ignites your one true superpower - storytelling - to entertain, educate and engage your audiences,



VICTORY

and drive business results **better than anyone else!**

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