

Create Your Brandstory

w/ Bunny #TheVibeCreator

Every amazing brand out there has an associated story ! Let's create yours following these 7 steps.

- 1 **A CHARACTER:** This character is the hero and it should ALWAYS be your target audience. Every successful brands audience is easily recognizable. Who is your target audience ? Can you personify the group ? How can you better curate your content towards this one person ?
- 2 **HAS A PROBLEM:** People don't buy products and services. They buy solutions. So once you know what you're offering, get clear on the problems you're solving and highlight it. What problem is your brand solving ? Who cares about this problem ? How often does the problem occur ?
- 3 **THEN MEETS A GUIDE:** Every hero has a guide; this time that's YOU. The guide is like a fairy godparent. You're guiding them to what you offer ! If you offer several things, what are the top 3 ? What are your fastest movers ? Your highest sellers ? The items with the best margins ?
- 4 **WHO HAS A PLAN:** You need both a process plan and an agreement plan. What step does your audience take first to get to their solution ? How many steps are there total ? How simple are the steps ? For the agreement, how clear is it what's expected of everyone involved ? Who does what ?
- 5 **AND CALLS THEM TO ACTION:** You need to very clearly state what you would like for your audience to do and where (which platform or location) to do it at. So what exactly is it that you want your audience to do ? How many different actions can get them what they want ?
- 6 **AVOIDS FAILURE:** Let's imagine what would've happened if your audience had never found you. They would've been way less cool right ? Paint a picture of that dystopia for them. What would their life look like in a few worse case scenarios if they didn't have your help ?
- 7 **AND ENDS IN SUCCESS:** We close out the journey in triumph ! This is what it looks like when your mission and vision are realized, once they've made their purchase or after they've had experienced their service. How do they feel ? How do they look now ? What's better for them ?

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Use this page to enter your answers and put your brandstory together ! After you have your story set, use its pieces to create your social media and other content.

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