



**briar**  
copywriting

Creating Your  
Brand Story

Who you are and  
what you stand for

# Why your Brand Story is so important

Your **Brand Story** represents who you are and what you stand for.

The science behind storytelling tells us that by understanding others' thoughts and feelings, we're able to empathise, creating emotional connections.

These connections can turn into trust, and eventually, revenue.

That's why understanding how to build a compelling **Brand Story** – that's unique to your company – is crucial.

# Who are you?

## It begins with you

Before you can write your story, you must understand who you are.

Answering these questions will help you establish your motivations and goals:

- Why does your business exist?
- How do you contribute to the world?
- What are your long-term goals?
- What motivated you to start your business in the first place?

*The most compelling brand stories start when someone couldn't find something and went out there and made it themselves.*

# How does your product fit your brand?

## Your product

Before you can make someone care about your brand, you must understand what you offer and how it fits your customers' needs.

- What is the quality and price point of your product?
- What problems are you solving for your customer?
- Does your product make your customers feel a certain way?
- How is your product different from that of your competitors?

# Bringing in your audience

## Your audience

So far, you've studied your business, what you do and why you do it. Now, it's time to think about the passions and pain points of your audience:

- What is at stake if your customer doesn't buy your product?
- What issues are keeping your customers awake at night?
- Who are the people you currently work with?
- Who is your ideal customer?

## The last word(s)

Your audience will spot a phony story a mile away. That's why it's crucial your **Brand Story** authentically represents you, your brand and your products.

# Get in touch....

I hope you found this short guide useful.

I'm constantly writing new guides, so come back again to see what's new.

If there's something you'd like to learn about that I haven't covered yet, drop me a line and let me know.

*Sally*



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