

A worksheet and guide to help you

CRAFT YOUR BRANDSTORY

Understand the importance of connecting with
your audience/customers and engage with them
on a much deeper level than seen before.

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Hey there!

**I'M AIN AND I'M HERE TO HELP YOU
BUILD THE BRAND OF YOUR DREAMS.**

My educational and professional background covers Product Development, Hospitality and Tourism Management, Marketing, Communications and Public Relations.

This coupled with working in the Fashion and Creative industry over the past 8 years, I have seen how this ever changing space involves trying to get in front the right audience, finding buyers/retailers, managing social media, looking for production, creating content, dealing with schedules and of course other operational duties. I have a pretty good understanding of what you are dealing with and I am here to help!

xo, *Ain*

Our Worksheets cover Branding topics and tips and give you examples and prompts to figure things out for your own brand. We are ensuring you have the right tools to better understand branding, build your brand, connect with the right audience and grow your business.

**"A BRAND IS NOT JUST A
LOGO, WEBSITE OR YOUR
CARDS.....IT'S AN
EXPERIENCE!"**

In this worksheet we will be covering what is needed for great storytelling. Your brand story and storytelling will maximise your business's image and prestige hence increasing visibility, profit, and impact. Follow the tips and questions to create your best story yet!

**"IF YOU DON'T GIVE THE
MARKET THE STORY TO
TALK ABOUT, THEY'LL
DEFINE YOUR BRAND'S
STORY FOR YOU."**

David Brier

TO BE COVERED

01

Understanding the power of Imagery

02

Including your Customers

03

Creating Value

The background of the top section is a photograph of a light blue, lined notebook with a gold-colored pen resting on it. A semi-transparent brown rectangular box is centered over the image, containing the quote in white text. The entire graphic is set against a light pink background with faint, stylized floral and leaf patterns.

"PRODUCTS ARE CREATED IN
A WORKSPACE, BUT BRANDS
ARE CREATED IN THE MIND"

CREATE THE BEST STORY....YOUR STORY!

If you don't have a story you are just another commodity. You have no way to differentiate your brand or your business.

Creating a brand story is not simply about standing out and getting noticed. It's about building something that people care about and want to buy into. It's about framing your uniqueness and dictating your value. It's about striving for the creation of loyalty and meaningful bonds with your customers.

01

Keep it Simple

Make your message powerful yet simple

Create structure

What problem do you solve?

What solutions do you provide

How do you feel about your solutions?

Take your customer on a visual journey

How can you inspire with your story?

Community and Customer

02

Create a tribe around your story

Ensure your values align

How can you create credibility?

How do you evoke feelings and emotions with your story?

Who are your day ones, advocates and ambassadors?

03

Story Reach

How can you make your story relatable to most?

How can you define and determine the reach of your story?

Which social media platforms will you use?

How are you crafting different pieces of content per app?

04

Create & Inspire

How does your story create value to customers?

Do you mention benefits in your story?

How can you empower and inspire with your story?

Are you being authentic?

To Note 05

Consider the mood, words and context when telling your story

Make it personal!

Make it convincing, succinct and valuable

FOR YOUR NOTES

FOR YOUR NOTES

JOIN THE COMMUNITY

I do hope that these questions have really assisted you in drilling down the important facets needed for brand building and strategy.

Want to learn more or find a community that builds each other up and keeps each other accountable, join our Creative Chat Community below or contact us for a Discovery Call to further flesh things out.

I'M IN!

LET'S CONNECT ON SOCIAL



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