

### What is a brand story?

A brand story not only tells the story of your brand, but also conveys your brand vision and promise to the stakeholder groups. It is the foundation to establishing your brand image and creates an emotional added value to the brand. The brand story positions your brand in the market, making a considerable contribution to the formation of public brand preference and perception. Developing a brand story is a critical component of the creative process and forms the foundation for brand communication.

### How do I build my brand story?

Answering a few simple questions about your brand's beginning is a great way to start the brand story. Try using the questions below to start the creative process.

#### Question 1: Once Upon a Time.

What events lead up to your business beginning? What opportunities or tensions were involved?

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#### Question 2: A Turning Point.

In what instant did you/your founder/president make up their mind to go into business? What was the pivotal moment or event?

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#### Question 3: Defining Moments.

What obstacles did your company overcome?

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#### Question 4: Positive Influencers.

What help or support did your company receive along the way?

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#### Question 5: The Crescendo.

How has your company made a difference in other people's lives? How has it changed you and your co-workers?

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#### Question 6: Look Toward the Future.

Where is your company going? What opportunities are on the horizon? What's next?

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