

Brand Story **Framework Worksheet**



Brand Purpose

What problem are you solving?

Answer these questions:

1. What problem are you solving?

2. Why does your brand exist?

3. What are your values?

4. What do you believe in?

5. Why would I want to choose your brand?

Tip:

Ask your clients why they chose your brand.

Ask your clients what they love most about the experience you deliver.

Think about WHY you chose to create this brand? Get specific.

Brand purpose is about the client, not about YOU.



Brand Promise

How are you solving it?

Answer these questions:

- 1. What does your experience look and feel like?**
- 2. How do you solve the problems of your people?**
- 3. What is the expectation you are setting for your experience?**
- 4. How do you want your clients to feel?**
- 5. What do you want your clients to say about your experience?**

Tip:

Ask your clients how they feel when they are engaging with your brand. Ask your clients what they value and care about.



Brand People

Whose problems are you solving?

Answer these questions:

- 1. Who are you solving problems for?**
- 2. What do they value and believe?**
- 3. What do they care about?**
- 4. What is their energy and vibe?**
- 5. Where do they hang out?**

Tip:

Think about who your dream client is.

Think about what their vibe is.

Think about what visions and values you and your dream client share.



Brand **Product/Service**

What solutions do you offer?

Answer these questions:

- 1. How do the products we offer align with our brand and solve the problems of our people?**
- 2. How do the services we offer align with our brand and solve the problems of our people?**
- 3. What other products and services could I offer that better solve the problems of our people?**

Tip:

If you find your products and services are not aligned with your brand, make a plan to create ones that are.

