

# Brand Storytelling Guide

The ultimate guide to building your unique brand story.

100%



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# Key Insights

- ① Your customer is the hero of your brand story.
- ② Heroes aren't heroes without overcoming a challenge.
- ③ To solve the problem, the hero needs help.
- ④ Put the hero at ease by telling them how you'll help solve the problem.
- ⑤ Prove your powers as a worthy guide.
- ⑥ Invite your hero to take action and make the stakes clear.



# Your customer is the hero of your brand story.

As you build your brand story, envision the hero of your story as your ideal customer that's on a quest to become the best version of themselves.

But how do you know which customers are ideal? It's like being a treasure hunter searching for the perfect gemstone. You need to know what you're looking for, and where to find it.

Start by examining your current customer base to identify their patterns and characteristics. Don't stop at demographics. Think about psychographics too – like values, interests, and behaviors. These pieces are like a puzzle that fit together perfectly to create a complete picture of your target audience.

It's also helpful to conduct thorough market research and gather data on your industry, competitors, and alternatives. This information can give you a clearer understanding of your target audience's needs, pain points, and motivations.

**Remember, your ideal customer is more than just a statistic or number, but a living, breathing hero with a unique story and perspective.** By taking the time to understand them on a deeper level, you can build a brand narrative that resonates with them and builds a meaningful connection. After all, what is a brand without customers to believe in it?

## 3 ACTION STEPS



### **Survey your customers.**

Sending out a quick survey to your existing customers can be a great way to gain insights into their needs, preferences, and pain points. You can use free online survey tools like Google Forms or SurveyMonkey to create and distribute your survey, and then analyze the results to identify patterns and characteristics that define your target audience. At Motive3, one of the first things we do in a Brand Messaging engagement is construct a customer discovery agenda.



### **Check out your competitors.**

Take a look at your competitors' websites, social media pages, and marketing materials to get a sense of who they are targeting. This can give you a better understanding of the market and help you identify potential gaps or opportunities.



### **Use social media analytics.**

If you have a social media presence, use the analytics tools provided by the platform to gain insights into your followers. You can see demographic information, engagement levels, and other metrics that can help you identify your target audience. This information can also help you create targeted social media campaigns that appeal to your ideal customer.

### **Fill in who your hero is and their quest.**

For example: *Mid-market IT service providers want to scale.*



## Heroes aren't heroes without overcoming a challenge.

To develop impactful marketing messages that will resonate with your target audience, you must understand their pain points. Pain points are the personal struggles that your customers experience on a day-to-day basis and prevent them from completing their quest. They're the type of problems they are eager to find the solution to. To create targeted and effective marketing materials that address these issues, you need to know what those pain points are and how acute the pain is.

### **Connecting with your customers on an emotional level is vital as a marketer.**

Understanding their pain points, be it frustration or inconvenience, empowers you to create a message that addresses their needs and taps into their emotions. To achieve this, take time to understand all of the barriers between them and their desired outcome, and the feelings associated with not being able to overcome them.

In connecting with the pain points of your customers, you can create more effective brand stories that resonate with their daily struggles and that positions your product for success. And in the process, you'll build a deeper, more profound trust between you and your customers.

## 3 ACTION STEPS



### **Conduct customer interviews.**

One effective way to identify your customers' pain points is by conducting customer interviews. Set up one-on-one interviews with your customers and ask them about their biggest challenges and frustrations when it comes to your product or service. Listen actively and take detailed notes to understand their pain points.



### **Analyze customer reviews.**

Another way to identify customers' pain points is by analyzing their reviews of your product or service. Look for patterns in the feedback and identify common complaints or issues. Pay special attention to negative reviews to identify specific pain points that need to be addressed.



### **Use social media listening tools.**

Social media listening tools can help you monitor online conversations about your industry or product. By keeping an eye on social media conversations, you can identify common pain points or concerns that your target audience may have. This can help you tailor your product or service to meet these needs, and create marketing messages that address these pain points.

### **Fill in the main problem your hero faces that is one you can solve.**

For example: ... but client needs and expectations in the IT industry can change rapidly, requiring them to constantly keep up with technological advancements as well as regulatory changes.



## To solve the problem, the hero needs help. How do you help better than anyone else?

Once you have identified your target audience and their unique pain points, it's important to differentiate yourself from the competition. Speak to how your product or service solves the problem in a different way than others do. Notice I didn't say "better", which will just draw comparison. **Difference is the key.**

You need to understand all of your hero's options and figure out what you're best at. What do you do better than anyone else? What unique value does your product or service bring to the table that your hero doesn't get from other solutions? Crafting a narrative around this idea is essential for telling a compelling story and encouraging customers to choose your brand over others.

Once you've identified how you're different and what makes you special in terms of solving the problem, you'll have a metaphorical magic wand in the form of a few phrases that get right to the heart of the matter. Those phrases are like keys that propel your prospect from kicking the tires to wanting to take a test-drive. Now you have a brand promise.

Take one of our clients, Halbert Hargrove Global Advisors, an independent wealth advisory firm. When we started working with them, we realized they had a fearless approach to having honest conversations with their clients about money. That's when we crafted the phrase 'fearless pursuit of well-lived todays and tomorrows'. That phrase continues to serve as their north star today.

### Other examples:

- HubSpot's Free CRM Platform - Say Goodbye to Spreadsheets
- FedEx - When it absolutely positively has to be there overnight
- H&M - More fashion choices that are good for people, the planet and your wallet.

## 3 ACTION STEPS



### **Research the competition.**

Conduct research on competitors to identify what makes them stand out and what features they offer that are similar or different from yours. This will give you an understanding of how their products or services differ from yours, as well as where you have an edge, if any.



### **Identify unique advantages.**

Brainstorm the unique advantages and features of your product or service that make it different from competitors.



### **Craft a succinct brand promise.**

Take all of this research and come up with a clear, concise statement that sums up why customers should choose you over others. This will become part of your brand story and should be communicated across all your marketing channels.

### **Fill in your solution.**

For example: *TechEdge Insights helps mid-market IT service providers gain an edge in tech and compliance with a robust webinar and training platform to stay ahead in their industry by keeping up with technological advancements and regulatory changes.*





## Put the hero at ease by telling them how you'll help solve the problem.

In some ways, this is where the real storytelling begins. You've caught your hero's attention by showing them you understand their problem and have a solution. But let's face it, anyone can do that. Now it's time to start building trust.

But there's a catch. You have to keep it simple. Your customer is already overwhelmed by their problem. The last thing they need is to hear how complicated it will be to solve it. So keep it simple, storyteller (KISS), and explain it in 3-5 steps. You need at least 3 steps to be believable, and more than 5 will sound complicated.

The key is to explain how you will help them reach the end goal of solving their problem in a way that feels easy and doable. Focus on what they will get from that solution, why it's the best option and how it will make their life easier. And don't forget to include the brand promise as part of your story too.

**You want your customer to be able to envision themselves taking each step, as if they were the hero in their own story.** They need to feel a sense of accomplishment every time they take action, so make sure each step is clear and achievable.

This way, you can ensure that when someone hears your brand story, they'll be excited to join in and become part of it. That's the power of storytelling, after all!

## 3 ACTION STEPS



### **Categorize how you solve the problem.**

To make your solution presentation more effective, figure out the main categories or attributes related to your solution. Then, group your supporting points based on these categories. You can put them in a logical order, like step-by-step or based on time or location.



### **Break down the solution into 3 to 5 small, easily digestible chunks.**

Remember the Candyland game, and how easy it was? You need the Candyland version of how you solve the problem. For example, first you went through Gumdrops Pass, then through the Peppermint Forest, then Lollipop Woods, and so on. You see how easy it sounds? The reader can imagine themselves doing those easy steps. Make sure to include your brand promise at the end. That's like the ultimate challenge - the Chocolate Mountain! You want your customers to remember that, and feel good about it.



### **Get rid of any confusing jargon.**

You want to make sure that your readers understand the solution and don't get turned off by confusing jargon. Any friction at all will come off confusing or complex. Keep it simple and use everyday language. That will make your customers trust you even more.

### **Fill in how you solve the problem.**

For example: 1) Create an account with TechEdge. 2) Pick a subscription level for your team. 3) Get access to 1000's of courses, webinars and workshops. 4) Receive certifications that prove to your customers that you have an edge.



## Prove your powers as a worthy guide.

Making a promise and telling your hero you know how to fulfill it isn't enough. That's what we call 'talking the talk'. You also need to prove you can 'walk the walk'. This is where communicating that you have the authority and credibility to get the job done comes in.

You wouldn't undertake climbing Mount Everest with a sherpa who promises to get you to the top of the mountain, armed only with a good map would you? You want to know they've taken others to the top successfully. The same goes for your brand storytelling.

**You need to show, not just tell, why it is that customers should trust you** - why they should believe that you have the skills, knowledge and experience to get them successfully to their end goal. Examples of your successful stories will do just that and help you build a deeper connection with your customers.

Here's where you list your accreditations, your awards, you point to case studies, you list clients you've worked with, you share testimonials and reviews, and you showcase your work!

This builds trust with potential customers and helps them to feel confident in their decision to work with you.

## 3 ACTION STEPS



### **Write case studies.**

Develop a portfolio of client case studies to showcase the successes you have achieved for past customers. Include as much detail as possible on the benefits that were achieved and the associated ROI.



### **Get testimonials and reviews.**

Reach out to past customers for testimonials and reviews - these are great forms of organic social proof which can help you to build trust with new customers.



### **Collect and show your badges.**

Highlight any awards, accreditations and qualifications that you have achieved, as well as any clients, official partners or collaborations you have.

### **Fill in your authority and credibility proof points.**

For example: Our customers include IT service providers like A, B, and C and we're AAA rated by X agency.



## Invite your hero to take action and make the stakes clear.

Start bringing your story to a close by inviting potential customers to take action. Encourage them to sign up for an account or free trial, download your app, book a consultation call, join a mailing list - anything that will help you further engage with them and build upon the connection that you have already established.

Don't be wishy-washy! What exactly do you need them to do to take the next step? **Be clear, be direct and make it easy for them.**

Then, describe what life looks like for them with and without taking action. What are the risks and rewards? Put yourself in their shoes and think about why they should act now, what's the benefit of acting today versus tomorrow - paint a picture for them.

Also, remind them of the downsides of not facing the problem. This adds a sense of urgency and helps to motivate your customers to take action.

## 3 ACTION STEPS



### **Make your call-to-action clear and visible.**

Make sure that your invitation to take action is easy to find and understand - you don't want customers to miss it. Be concise and direct. Don't beat around the bush - make it clear what you need customers to do and how they should do it.



### **Describe the downside of not taking action.**

Make sure to emphasize the risks and potential losses if they don't take action. This helps to motivate customers and create a sense of urgency. Remind them that procrastination does not serve them. This can help to motivate your readers and encourage them to take action.



### **Describe the upside of taking action.**

Outline exactly what your readers will gain if they take action. Paint a vivid picture of what their life looks like with the benefits you offer.

### **Invite your hero to take action.**

For example: *Enroll in a free 1-month test drive today. Don't get left behind in a fast-moving market. Gain the edge you need to scale your business now.*

## So, there you have it!

Now you know the steps needed to identify your best customer, the problem they face, and how to solve it. In other words - you have a brand story.

Go back and read what you wrote in each section and put it all together. You should have a pretty powerful – and memorable – story that you can use as an elevator pitch or expand into a full messaging platform.

With some creativity and practice, you can make sure that your story resonates with potential customers - helping them to trust and engage with you and take the next step in their journey with your business.

If you want your customer to remember one thing about your brand it should be this: "You have everything you need to succeed - trust me, I know how to get you there". Don't just tell them - SHOW them. Demonstrate your credibility and authenticity and watch as more customers flock through your door!

When it comes to building a brand that resonates with your audience, one of the most powerful tools at your disposal is storytelling. By crafting a compelling narrative that connects your values, mission, and personality with the needs and aspirations of your customers, you can create a brand experience that is authentic, memorable, and emotionally resonant.

However, developing a brand story that can deliver results requires a unique blend of expertise, creativity, and outside-in perspective – and that's where **Motive3's Brand Storytelling Workshop** can help. With years of experience breaking down complex product and solution offers for innovators in tech, biosciences and beyond, our team can collaborate with you to create a workshop that not only teaches the art and science of brand storytelling but also helps you apply these principles to your own organization's growth goals. With our proven methods and professional approach, you can achieve the results you're looking for with confidence, clarity, and passion.

Good luck!

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