

# 4 Reasons your brand needs a story.

**In a sea of sameness, be unforgettable. Your audience may forget what you say, but they will not forget how you made them feel. Emotions drive purchases.**

## **1. Brand storytelling makes you stand out among the crowd and it makes you feel more human.**

What makes you unique? Whether it's your product design or service features, there's a reason you're different—and people want to know what it is. People want to interact with people. Luckily, your brand is (hopefully) made up of people. By peeling back the curtain and sharing that part of your brand story, you make it easier for people to know who you are and, most importantly, trust you.

## **2. It helps you attract the right people.**

Brand storytelling lets you communicate more than what you do; it helps you show people what you believe. When you articulate your values, you make it easier for people to align themselves with you—and you can better entice the talent who might want to work for you, or clients that want to work with you.

## **3. It helps you communicate your value.**

Competing on value, can keep you in the game. Think of the value you provide. What do they experience? What do people really “get” when they buy from you?

## **4. It gives you more agency.**

If you don't promote your brand story, people will write their own narratives about you—or, worse, disregard you entirely.

# What makes a compelling brand story?

As you craft your brand story, remember that a story that connects best with its customers will have the following aspects in common:

## **1. It is human**

Stories that connect best are those that have a human(is) in the brand background. After all, businesses don't just appear in the world. Someone, somewhere, starts one. A brand story that can talk about the origin and value of the people behind a brand, is one that can easily connect to the target audience.

## **2. It is simple**

You don't need to add layers of information to your brand story. The simpler it is, the better. Simple stories are easier for people to connect with. Think of it simply in this structure:

- A hero has a problem or an inspiration
- The hero thinks of a solution or an idea
- The hero implements the solution
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## **3. It is emotional**

Don't you remember, and share with others, those stories that make you laugh, cry, or be surprised? It is the same with brands. A brand that has a powerful mission and vision, based on changing the world, making a difference, and genuinely providing value, will draw at your customer's heartstrings and inspire more connection.

## **4. It is memorable**

As mentioned earlier, a brand has to be unique. Otherwise, you're just one more entity in a sea of billions. And it is this uniqueness that makes you memorable. You don't have to be unique in all aspects of your story. You could share a mission with another brand, for example.

**In conclusion, people are more likely to trust your brand, and ultimately make a purchase from you, if they can form an emotional connection. The easiest way to do that is through an emotional, relatable brand story.**