

YOUR BUSINESS DESERVES STRONG MESSAGING. LET'S BUILD YOUR

# BRAND STORY

*You know your values, your strengths and the benefit you offer your customers. But are you communicating that clearly and consistently? Let's map out your core values and key messaging, and put your story into a format you can use on your website, social media and more.*

## FIRST, LET'S RANT.

What problem do you make better?  
How do you solve it better than your competitor?  
What do people need to care more about?  
What do people need to do more of?  
Let it all out!

OK, class, what did we learn about ourselves? Taking deep breaths, let's translate your rant into warm and fuzzy values for your brand.

## WHAT MATTERS TO YOU?

What do you believe?  
How is that reflected in your business?  
What drives you to do your best work?  
What's your personal why?  
Dig deep!

Now, mark your top 6-10 values with a circle, underline, star, highlighter, personalized stickers—whatever makes your heart happy.

*Creating a strong brand story is just part of your entrepreneurial journey. How else can our team help you realize your dreams? [revbirmingham.org](http://revbirmingham.org)*



**BIRMINGHAM**

**WHO IS YOUR CUSTOMER?**

What matters to your customers?  
How do you make things better for them?  
Brainstorm all characteristics that might affect your messaging!

A deep understanding of your customer, their values and their pain points helps you craft messages and strategies that resonate with them.

**IT'S STORY TIME!**

*With your core values and your customer in mind, complete this grown-up Mad Lib.*

THINK: What does your business stand for?

**WE BELIEVE** \_\_\_\_\_

**AND** \_\_\_\_\_

**AND** \_\_\_\_\_

THINK: What does your business do and how?

**THAT'S WHY, AT** \_\_\_\_\_

**WE** \_\_\_\_\_

THINK: Connect back to what you stand for.

**BECAUSE** \_\_\_\_\_

**WHAT'S YOUR ELEVATOR PITCH?**

Extract a 30-second statement from your story above that communicates your why & what—*fast*.

Now ask yourself: Does my logo reflect this? Do my social/website/print materials reflect this? Does my customer experience reflect this?