

WRITING YOUR BRAND STORY WITH THE 3 P'S

PURPOSE: Your brand's purpose is the reason *why* you do what you do. It helps build trust with your customers and gives them a reason to believe and invest in your business.

Jot down some notes on the purpose of your business.

Write a short purpose statement to share with customers on social, your website, and in your videos.

PROMISE: Your brand's promise is different from your purpose, focusing on what you have to offer your customers outside of your specific product or service.

Explore the promises you make to your customers.

Write a short promise statement to share with customers.

PERSONALITY: Your personality is what helps you stand out against your competition, makes your brand feel authentic, and draws in your target audience.

Write down a few words that describe your brand's personality.

1.

2.

3.



WRITE YOUR BRAND STORY VIDEO SCRIPT

Using all of the elements of your brand that you defined above, let's walk through creating a video to tell your brand story.

BLOCK 1: THE HOOK

First up is the hook. Start with a question, statistic, or problem statement that your target customer will relate to.

BLOCK 2: INTRODUCE YOUR BRAND

Your next video block should tell viewers how you answer that question, relate to that stat, or solve that problem.

BLOCK 3: YOUR BRAND'S PURPOSE

Your next video block should tell viewers how you answer that question, relate to that stat, or solve that problem.

BLOCK 4: YOUR PROMISE TO YOUR CUSTOMER

Set yourself apart and convince viewers to follow through with your business. Revisit your list above to share your promise.

BLOCK 5: CALL TO ACTION

Use your final block to let viewers know where they can go or what they can do to take the next step with your brand.

