

10 Essential Story Elements for Brilliant Brand Narrative Strategy

The following is based on the proven Story Cycle System™ that has grown brands by as much as 600 percent.

1. Brand Assessment:

Set the stage by reviewing your website to understand and appreciate how you are currently showing up in the world. Is it accurate, unique and authentic?

2. Name Your Audience:

Identify your #1 customer persona responsible for 80% of your revenue. Describe their emotional triggers, including their challenges, fears, frustrations and aspirations that you'll leverage in your story marketing.

3. Place Your Customer at the Center of Your Brand Story:

Craft a foundational ABT (And, But, Therefore) statement that captures what they want relative to your offering, AND why it's important to them, BUT what's their emotional angst caused by the problem that you will THEREFORE solve.

4. Create Your Brand Position Statement:

From the above, write a position statement that shows why your brand is the only way to solve their problem, highlighting the unique way you help them get what they want.

5. Declare Your Unique Value Proposition:

Now, boil down your position statement to a concise and compelling UVP. This is your brilliantly brief hook.

6. Define Your Brand's Personality Traits:

Humanize your brand with the OOOH Exercise to feature nine one-word descriptors, three each for your Organization, Offering, and the Outcomes you deliver. These become enchanting story themes that connect with the wants and needs of your customers while providing internal content creation guidance for your teams.

7. Reveal Your Brand Promise & Gift:

What one word describes the emotional Promise people experience with your brand (Your North Star), and what is the one word that describes the measurable Gift they receive? These focus all of your messaging.

8. Express Your Brand Archetypes:

Claim your primary personality archetype and two secondary archetypes that inform the consistent look, tone, voice and feel of your story marketing to ensure deep resonance with your audiences.

9. Proclaim Your Brand Purpose Statement:

People buy with their hearts and justify their purchases with their heads. So share *why* you exist, beyond making money, and *how* you are in service to your customers, colleagues, and the communities you serve.

10. Share Your Overarching Brand Narrative:

From everything you learned through the first nine steps, write a brand narrative that is the foundation for all of your story marketing to enthrall everyone who comes in contact with your brand and its story.



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