

the business of story™

Penning your brand statement with the Story Cycle

Once you have authored your brand story using the Story Cycle, use this form to craft your brand statement. Once you have completed this form, feel free to massage your brand statement to reflect the personality of your brand.

PEN YOUR BRAND STATEMENT	
 <p>THE HERO</p>	For (Describe target audience) _____ _____ _____
 <p>THE STAKES</p>	who want _____ _____ _____
 <p>THE CALL TO ADVENTURE</p>	to help them achieve _____ _____ _____
 <p>THE ANTAGONISTS</p>	but (What stands in their way) _____ _____ _____
 <p>THE MENTOR</p>	(Insert your brand here) _____ provides (#1 specialty) _____ with the gift of _____
 <p>THE ROAD OF TRIALS</p>	to help the customer overcome (unique buying proposition) _____ _____ _____
 <p>THE VICTORY IS AT HAND</p>	and achieve _____ _____ _____ better than anyone else!

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For more information on how to use the Story Cycle, please subscribe to our free newsletter, or let us know how we can be of service to you at

TheBusinessofStory.com