**[](https://www.smartsheet.com/try-it?trp=11212&utm_source=integrated+content&utm_campaign=/content/brand-story-templates&utm_medium=Brand+Storytelling+word+11212&lpa=Brand+Storytelling+word+11212&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)BRAND STORYTELLING**

**TEMPLATE**

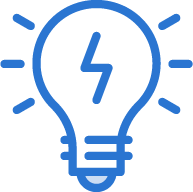
Your brand story is a narrative of your company’s history, purpose, values, and culture. In other words, your brand story articulates what you do and why you do it.

But your brand story is also a narrative about the “journey” of your customer (a narrative in which your customer/target audience plays the “hero.”). You need to describe who they are, what problems they’re facing, and how they use your products or services to find a beneficial solution. By doing this, you make them feel emotionally connected to you and thus loyal to your brand.

A picture containing text, sign, clipart

Description automatically generatedBy answering the following questions in this   
brand storytelling template, you can turn   
your company’s brand into a story.

* Who are you?
* Who are your customers?
* What issues are your customers   
  trying to solve?



* How does your solution   
  help this target audience?
* What is the positive end result   
  for your customers?

Who are you?

|  |
| --- |
| Who are you as an organization? |
|  |
| What do you do as a company? |
|  |
| What is your company’s purpose? |
|  |
| What are your company’s values? |
|  |

Who are your customers?

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| --- |
| Who are your customers? |
|  |
| Where are they located? |
|  |
| What other potential solutions are available to your customers? |
|  |
| Why have your customers chosen you as their service provider? |
|  |

What issues are your customers trying to solve?

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| --- |
| What are the challenges your customers are facing? |
|  |
| What are your customers looking for in a service provider? |
|  |
| What, ultimately, would be a suitable solution for your customers and would result in a good brand experience for them? |
|  |
| Why are you the best choice for your customers? |
|  |

How does your solution help this target audience?

|  |
| --- |
| How is your company unique in providing your customers with a superior solution?  In other words, How do your offerings compare with those of your competitors? |
|  |
| What is the end result that your products/service provide for your customers? |
|  |
| Why is your solution the best in the field? |
|  |

What is the positive end result for your customers?

|  |
| --- |
| How does your brand instill trust in your customers? |
|  |
| How does your brand/solution inspire customer loyalty? |
|  |
| Is there anything you could you do to improve your current brand story, to ensure customer loyalty? |
|  |
| All in all, how has your customer — the “hero,” the target audience of your brand story — succeeded by using the products/services you provide? |
|  |

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| --- |
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