

5


Keys to a Simple Brand Story



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A background image showing two people sitting on a sofa in a meeting. The man on the left is gesturing with his hands while speaking. The woman on the right is listening attentively. The image is overlaid with a semi-transparent orange filter.

It takes more than bare facts and clever pitches to make a sale. Purchases are based more on **emotion** than logic, so you need to make a **connection** with your audience. This is best achieved through **storytelling**, and an effective brand story can be put together bearing in mind **five important pointers...**

5 Keys to a Simple Brand Story

Human attention spans are eight seconds long, so it's important you create something easy to understand. Ditch the jargon. Your message has to be clear to both the average 10 year old and their grandma - if they can get what you're saying, the rest of your audience can, too, and they'll likely stick around to hear the details that matter.



1
Keep your
content and your
story simple.

5 Keys to a Simple Brand Story

Know thyself.



Know your place in the story you're telling. Your customer should be the hero, and you're the sherpa or guide who's going to help them fulfill their quest. People won't care for your tale of hitting rock bottom and rising back by using such-and-such a marketing scheme. Avoid the mistake of putting yourself and your personal saga before the customer and their problem.

Beware of self-centered selling ("Look at our products, look at the features we offer"). The customer is not interested in how great you are. They have a problem and want to know how you can solve it. People buy with emotion, not logic, so speak to their pain and their goals rather than simply pitching the product.

If you find yourself tempted to product dump, think of the acronym FAB (Features, Advantages, Benefits). What makes a feature good? How will it benefit the customer?

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It's not about you.

Communicate in a way that connects your business to people's existing deeply-held beliefs. Seek to strike an emotional cord or something that they understand already. You can do this by gradually adding elements to the conversation, elements that they can relate to, that will help them know more about you and the value you have to offer them. Metaphors are a good tool for this, i.e. "The Uber for lawn care"

A large, dark orange number '4' is positioned on the right side of the slide. Inside the upper loop of the '4', the text "Build a bridge." is written in a white, sans-serif font. The background of the slide is a gradient of orange and brown tones.

Build a
bridge.



Tell your
story in
everything
that you
do.

Your story can't be told in text alone. Fifty-nine percent of executives would rather watch video than read text. Four times as many consumers would rather watch a video than a product about it. Use a variety of media. Many buyers are exposed to multiple touch points before they make a purchase. And whether it's a podcast, a PDF download, a live event or your website, have a look and feel consistent with your story.

Grow your
business faster
with a

A smaller version of the SuperFastBusiness logo, consisting of a blue curved arrow pointing upwards and to the right.

superfastbusiness
membership.

APPLY NOW