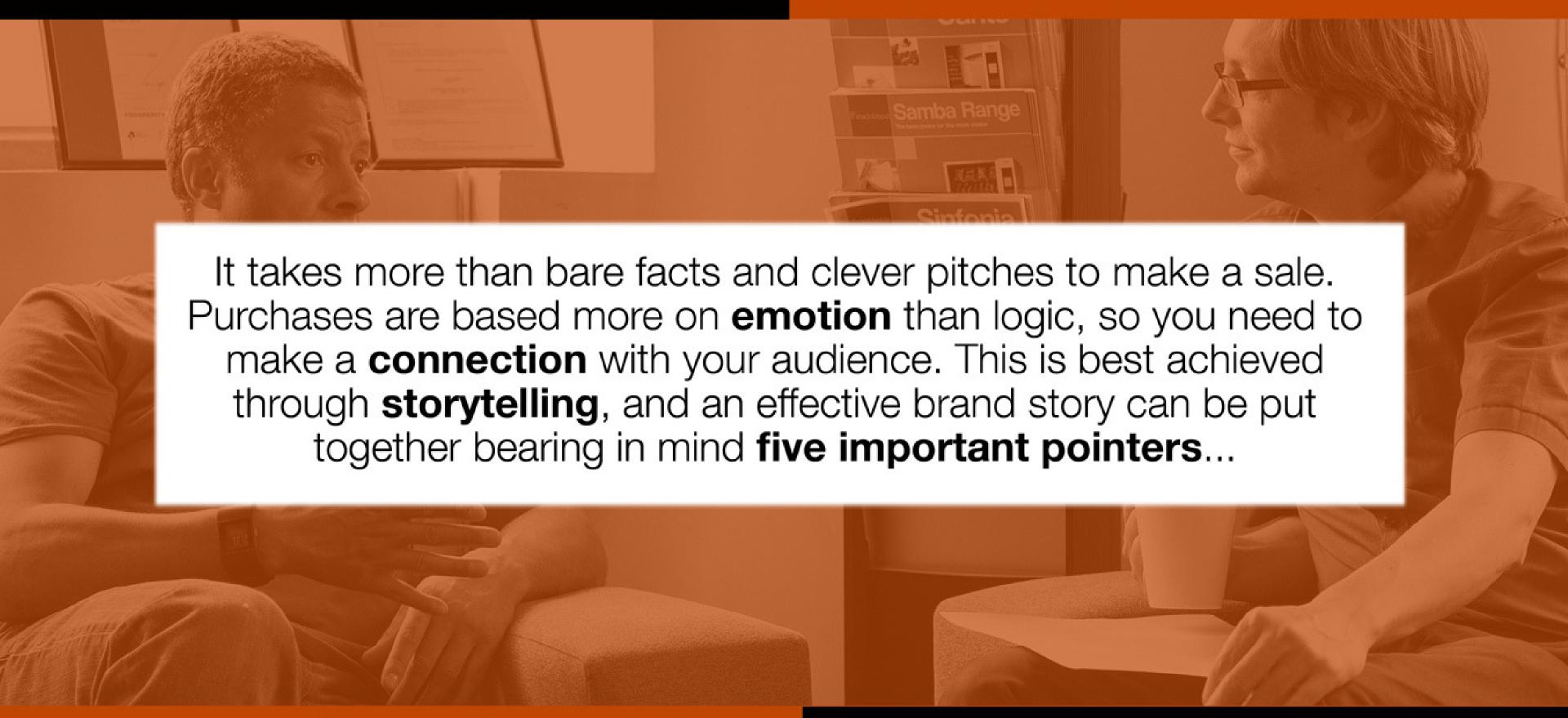






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Keep your content and your story simple.

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.



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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?

5 Keys to a Simple Brand Story





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"









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.

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