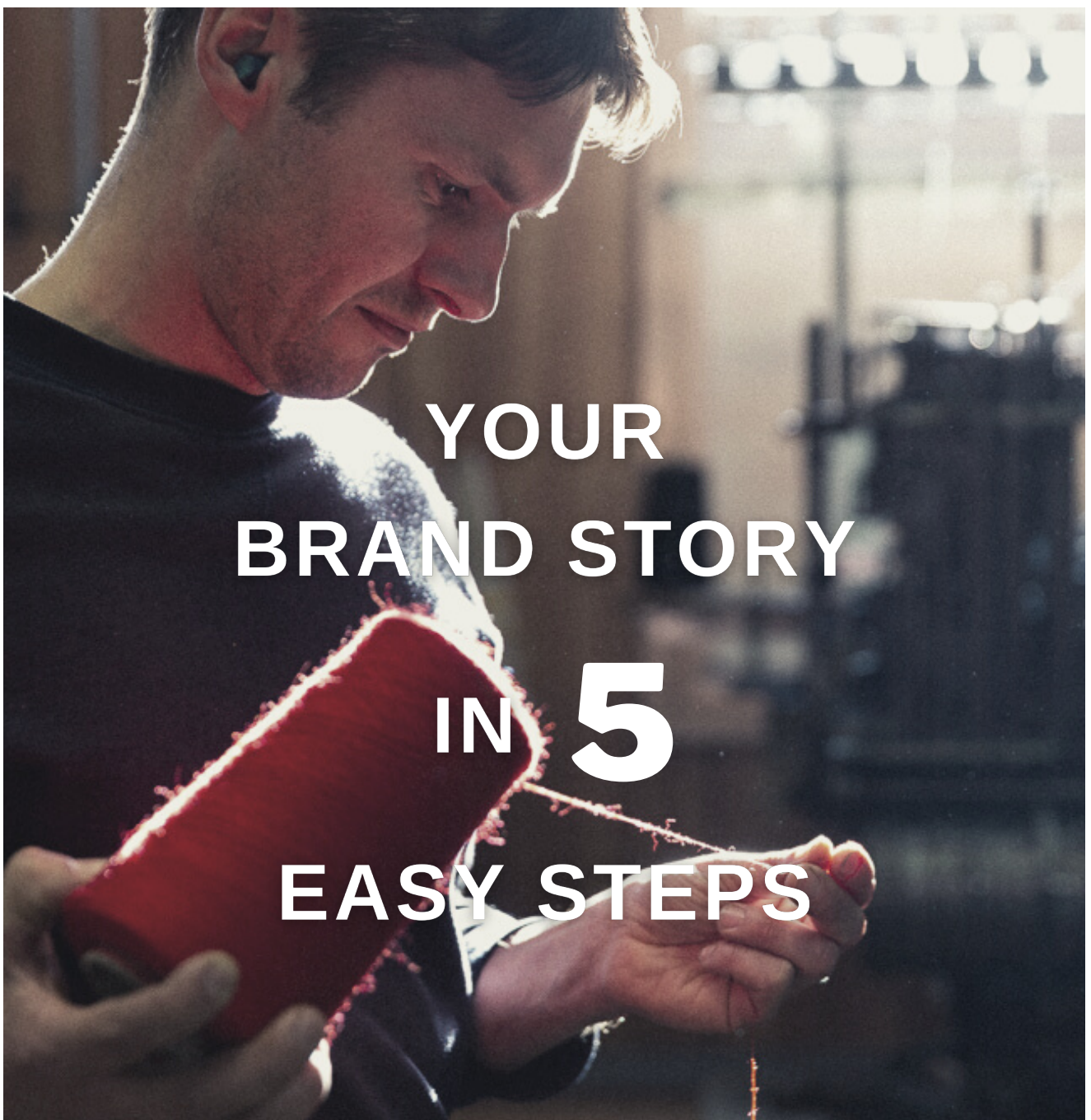


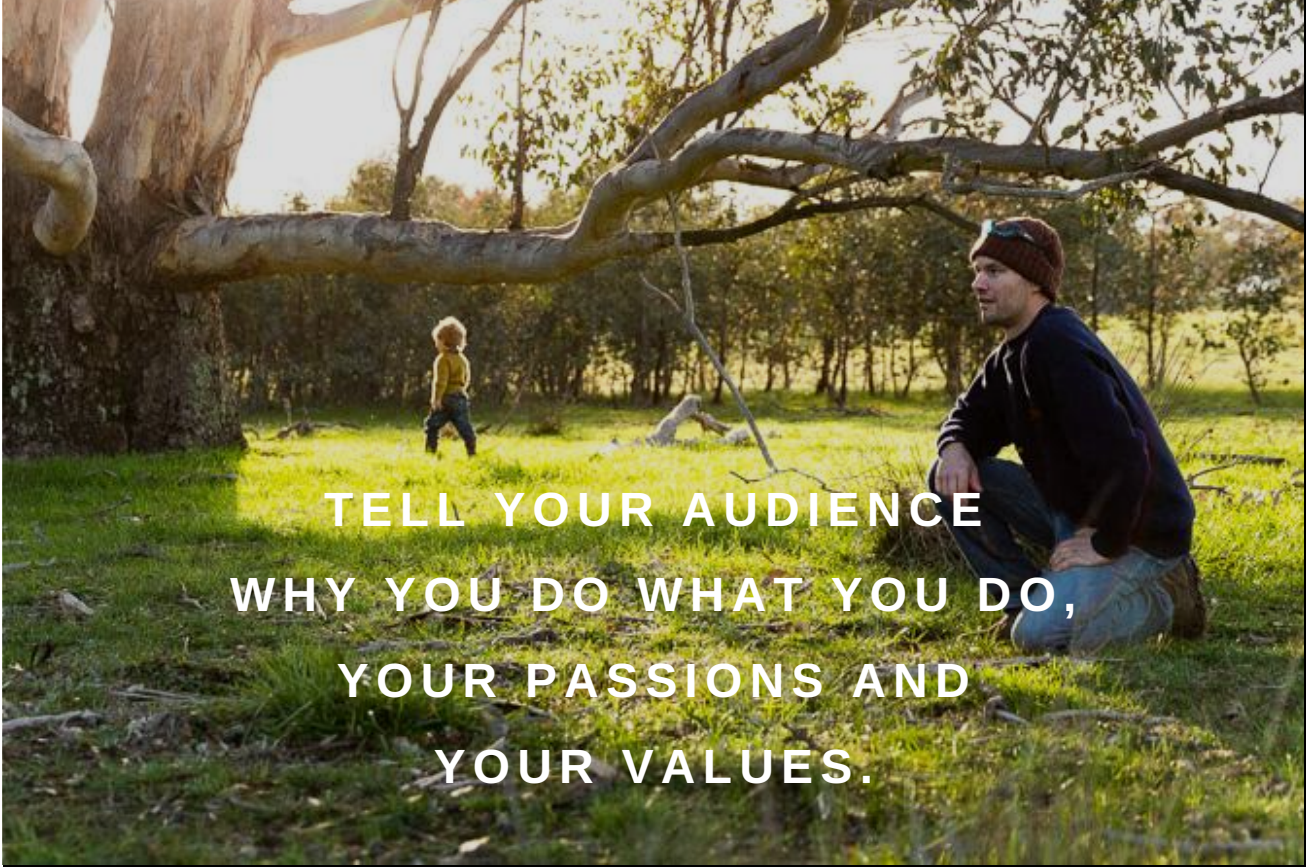
Jay Lioz Photography

STORYTELLING FOR BUSINESSES WHO DREAM BIG

BRAND STORYTELLING GUIDE



YOUR
BRAND STORY
IN **5**
EASY STEPS



INTRODUCTION

Why Storytelling for businesses?

Storytelling can turn your brand into a legacy, it is powerful content that often is used as the core of marketing strategies that aim to build a loyal community of followers, who won't just consume your products or services, but will also tell your stories to their friends, families and communities.

Create a blueprint content where every piece has purpose, intention and value proposition will ultimately win the loyalty and affection of your desired audience.

Escape the sea of sameness that is stock photography. Stock photos can trap you into an unrealistic visual aesthetic of your business, moving you and your business further from the real connections that you and your audience are craving. Together we can create something much more authentic.

Storytelling connects us, helps us make sense of the world, and communicates our values and beliefs.

5 THINGS TO CONSIDER FOR YOUR BRAND STORY



1 THE HUMAN BEHIND IT

2 THE 'BEHIND-THE-SCENE'

3 THE BRIEF

4 BRAND IDENTITY

5 YOUR BRAND STORY



1/ EVERY BRAND HAS A HUMAN BEHIND IT

Ask yourself, what does your brand stand for? What is its essence? What feeling do you want it to convey?

Your brand's strongest stories tap into emotions, genuinely connecting with them, helping people to believe in your business's values and what it stands for.

A good strategy is to tell the full story of your brand, the struggles, challenges, setbacks, successes and more.

Helping people to understand the passion and heart that went into creating and building your brand is key.

In general, people would rather invest in a human than a company, and in fact, carefully crafted visual content telling the story behind the brand is both an ethical and strategic move to engage your audience in a meaningful way.

If your goal is to build a long-term relationship with your audience, you will need to understand the inherently human craving for connection and wrap your vision into a beautiful and captivating story.



2/ PEOPLE LOVE TO KNOW WHAT GOES ON BEHIND THE SCENE

Your clients are interested in hearing your behind-the-scene stories, tell them!

Almost any type of business person is going to have a story behind their business. Sharing your stories of what goes on behind the scene is a powerful way to start a meaningful and engaging conversation with your audience.

These images should represent your day-to-day work vibe - your team interactions, your processes, packaging, designs, customer service, worksites and more.

Stories are where it's at, right? Think about the people and places that are essential to your business. What are the things that you do in the everyday running of your business that people might be curious about?

Consider all the stories happening every single day that your audience would love an insight into.



3/ BUILD YOUR BRIEF

Start by collecting images, music, piece of art, literature, that resonate with your brand.

It is extremely important for all those involved in the project to have both written and verbal expectations laid out clearly, as well as visual examples of the overall project you have in mind.

Why? Because your idea of “rustic” might be different than mine so having visual clarity will be crucial.

This can simply be a Pinterest board of visuals, like a mood board, or a collection of visuals that resonate with your brand’s aesthetic, values and marketing goals.



4/ KNOW YOUR BRAND IDENTITY

Present your brand with a consistent visual

We all know that a brand is not just a logo, it's the values, a vibe, the tone of voice and editorial style. It's the look and the feel.

To portray your business appropriately, you need to have a clear outline of its colour palettes, styling, typography, voice. Buyer's personas, or avatars, and their preferences and likes, the experience you want your target audience to have when engaging with you, is also very important.

Ask yourself what you want your target audience to take away from your branding visuals.

A great exercise is to consider how you would like your audience to feel when they see your content. Write this in as much detail as possible. Journal about it. If you can, talk to existing customers to discover how your brand makes them feel.



5- YOUR BRAND STORY

The stories within your business should convey a profound purpose. Being clear on the purpose of your business and telling relevant stories about it, is what makes a brand stand out. This is what will capture your consumer's hearts and loyalty.

Invest time and energy in defining that story and it will place your business ahead of its competitors.

These stories can also create a blueprint to organise content that would otherwise feel scattered and random. If you build a brand under a storyline, every piece of content produced has an intention and value proposition that feeds up to and supports your business' overarching vision.

In other words, being clear on your purpose is what sells, however only



if that purpose is communicated with a story that captures people's attention.

The stories behind your business are often tied to you as its founder or creator. You are the human behind the brand. Creating imagery to represent these deeper values will instil a sense of meaning and connect your audience with the bigger purpose of your business.

The most successful brands are created by visionaries who inspire audiences to believe in their values and motivations and subscribe to them.

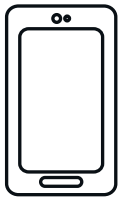
While any business may genuinely have a better product or service than a competitor, at the end of the day decision making is much more emotional than logical. The ability to tell a good story is essential and can make or break how well a business differentiates itself in the market.

Storytelling connects us, helps us make sense of the world, and communicates our values and beliefs. A good story makes us think and feel, and speaks to us in ways that numbers, data, and presentation slides simply can't.

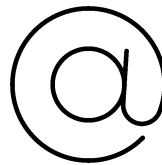


TELL ME YOUR STORY!

Get in touch to arrange an e-meeting:



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