

BRAND STORYTELLING

It's not how good you are; it's how well you tell your story. This story is the foundation upon which you can differentiate your brand & make emotional connections.

- Bernadette Jiwa

Product
+
Meaning
=
Brand

Principles of Storytelling

- 1. TRUTH** Understanding your business has less to do with the product or service you sell & more with the feelings your brand elicits.
- 2. PURPOSE** Your job is to matter to customers. You need them to believe in your brand's ability to help express their personalities.
- 3. VISION** A projection of the impact your business can make on the lives of your customers. It shapes business strategy for the present & future.
- 4. VALUES** The common ground on which businesses and customers unite. They clarify who you are & what you stand for.
- 5. PRODUCTS AND SERVICES** Remember, the customer is not actually buying the commodity. She's buying the benefit it delivers.
- 6. YOUR PEOPLE** Every person in your organization has a role in touching your customer. Whom you hire, what they stand for & how they show up tell a story.
- 7. VALUE YOU DELIVER** Businesses need to generously focus on what customers want & how they want it delivered.
- 8. NAME AND TAGLINE** Your brand name is the hook upon which you hang your story. Set out to name your vision of what you want to see in the word.
- 9. CONTENT AND COPY** This is the way you communicate the brand's personality & voice through words, images, audio & video. It must foster the next conversation with a customer.
- 10. DESIGN** The visual shorthand that helps people make decisions about your brand: color, typography, packaging, architecture, uniforms, store layouts, etc. Design shapes users' interactions with your products.
- 11. YOUR ACTIONS** Eye contact, smiles, patience, empathy, wait times, reservations systems, apologies & the intention with which you carry out actions. How you conduct basic services adds to your story.
- 12. CUSTOMER EXPERIENCE** Everything that happens (online or offline) when people encounter your brand. Customer experience can give people a reason to fall in love with the brand.
- 13. PRICE AND QUALITY** Strategic pricing communicates brand personality & the value your services or products can deliver.
- 14. PERCEPTION** What your customer believes & shares can build loyalty and advocacy that adds value to your brand.
- 15. DISTRIBUTION** Your distribution mode must respond to customers' expectations, needs & desires. It should also solve a customer problem.
- 16. LOCATION** Where you choose to interact with & sell to your customers - &, most important, where *they* want to connect with you - must form part of your story strategy.
- 17. UBIQUITY OR SCARCITY** Decide if you want to appeal to the masses or create products & services for people with a particular worldview.
- 18. COMMUNITY** The brands & ideas we buy into are shorthand for creating meaning in our lives. They are outward signs of what matters to us, & they connect us with others who share similar perceptions.
- 19. REPUTATION** People are more likely to trust the stories other people tell about you than to trust the well-lit Photoshopped images in your brochure. Reputation is how your idea & brand story are spread.
- 20. REACTION & REACH** Consider the people you've touched, influenced & affected by measuring customer impact.

For more information, read *The Fortune Cookie Principle* (Jiwa, 2013).

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