

# Brand Story Template



Follow these prompts to craft a concise brand story that aligns with your vision and values.

## **What my customers need:**

**Explain what goals or challenges your customers have.**

## **How I help:**

**Explain how you help your customers achieve those goals or overcome those challenges.**

## **What makes me different:**

**Explain your competitive advantage.**

## **Put It Together**

**I help \_\_\_\_\_ achieve \_\_\_\_\_ by doing \_\_\_\_\_ .**

Using the answers above, create a one-line statement to use as the foundation of your brand story.