

STORYTELLING FOR BRANDS:

A WORKBOOK TO HELP YOU DEFINE YOUR
GOALS, UNDERSTAND YOUR AUDIENCE AND
SPREAD YOUR BRAND'S GOSPEL ONLINE

FROM YOUR FRIENDS AT
DIGITAL BREW



*You know
you need
Video*

You know you need video. The trouble is knowing what to say.

At Digital Brew, we believe in storytelling. We've watched clients use video storytelling to raise millions of dollars, revolutionize their sales funnel and exceed even their loftiest goals.

We also believe that the internet would be a much cooler, far less annoying place if every company invested time and thought into their brand's digital storytelling.

To help you achieve that, we've created this brief brand storytelling workbook to help you understand what makes you "YOU."

Here's how it works: We've used the archetype of a classic hero's journey to help get you thinking about your brand's unique selling proposition, target customer and solution.

Try it out at a brainstorming session with your team or on your own as a development exercise. The idea isn't to script out your next video, but to understand what makes you stand out from the rest.

YOUR BRAND: THE SUPERHERO

Every story needs a superhero. Every superhero needs an origin story.
If your brand was a superhero, what would your story be?

Draw your superhero below:



1. Your Origin Story: How did your company start? Use the text box below to write down your story. (Hint: If you don't know, ask!)

2. Your Superpowers: What makes you special? What do you offer that no one else can? Some may call this your 'unique selling proposition,' but we think it's more like a superpower. Jot down some ideas below.

3. What's your catchphrase? Come up with one clever sentence that sums up what makes you super:

YOUR CUSTOMER'S PROBLEM: THE ARCHNEMESIS

What's a story without a little action?

In this worksheet, you'll identify your customer's main pain point and characterize it into an archnemesis for your Superhero to defeat.

Draw your arch nemesis below:



1. What is the primary problem your company is designed to solve?

2. Imagine this problem as an evil villain. Your archnemesis, even. What name would you give this character?

3. What are some adjectives you would use to describe this archnemesis?

4. How does the archnemesis attack your customers? What weapons (figurative or literal) does it use against them?

5. What's the archnemesis' weakness? How does your brand's unique superpower take them down?

YOUR CUSTOMER: THE CIVILIAN

Every superhero needs someone to rescue. In this exercise, you'll imagine your target customer as just one person: a civilian in your brand's story.

Draw your customer (the civilian) below: 1. First, come up with an avatar for your target customer.

Age:

Location:

Occupation:

Education level:

Hobbies:

Favorite websites:

Where they watch videos online:

Influenced by:

YOUR STORY: THE CUSTOMER JOURNEY

At the heart of every great story, there is a path from point A to point B. In this version of your brand storytelling, focus on your customer (the civilian). Get creative and map out what happened the day they met the superhero. Use the boxes below to write out or draw the stages

The beginning: Introduce your customer.

The conflict: How does your customer encounter the problem?

The solution: How does your brand (the superhero) save the day?

The end: How does the customer's life improve?