



# Brand Storytelling

## WORKBOOK



# THANKS FOR DOWNLOADING THIS GUIDE

and taking your first step to crafting a meaningful  
and powerful brand story.

Your brand story can be essential to create brand  
loyalty with your audience, and to give them a  
reason to advocate it.

I wish you the best of luck in your endeavour, and  
happy wordsmith-ing.

Cheers,

**Wayne Fernandes**

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## How to use this guide:

### Step 1:

Choose your framework

### Step 2:

Follow the prompts and the guide to fill in your inputs.

Make copies of the page and try as many times as you need,  
until you have a story you're satisfied with.

### Step 3:

Copy your story onto the notes, and rewrite it using your brand  
voice to get your final product – your impactful brand story!

# THE PIXAR FRAMEWORK

Each of the beautiful stories told by Pixar, can be based upon this framework.  
Use this, to create a moving story for your brand.

PROMPT	YOUR INPUT	GUIDE
Once upon a time		<i>The starting point of your brand or your founder</i>
Every day...		<i>A common observation or practice.</i>
One day...		<i>A turning point or inspiration</i>
Because of that...		<i>The action or positive consequence of the inspiration</i>
Because of that...		<i>Another surprising consequence.</i>
Until finally...		<i>Where your brand is today, &amp; a summary of the future.</i>

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# THE HERO'S JOURNEY

A common methodology in movies, video ads and brand stories. Do note that The Hero's Journey can be told using the point of view of your brand, or even from your customer POV.

PROMPT	YOUR INPUT	GUIDE
Facing a challenge		<i>What is the challenge that your brand or consumer face?</i>
Rejecting the challenge		<i>How did your brand or consumer face the challenge?</i>
Crossing into the Unfamiliar		<i>The leap of faith - an uncertain action.</i>
Innovating a solution		<i>The solution your company innovated, or that your consumer found.</i>
The Victory		<i>How your brand or consumer won over their challenges.</i>

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# THE GOLDEN CIRCLE

Created by Simon Sinek, the Golden Circle presents a straightforward framework that works best for presenting your brand story on your website, or for whitepapers.

PROMPT	YOUR INPUT	GUIDE
WHY?		<i>Why does your brand exist? Why does it do what it does?</i>
HOW?		<i>How is your business different and better than the competitors?</i>
HOW?		<i>What does your company actually do in terms of a service or product?</i>

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# BONUS: THE AIDA FRAMEWORK

The AIDA framework is more suitable to writing ads and social captions, but may be used in certain instances to create gripping brand stories.

PROMPT	YOUR INPUT	GUIDE
Attention		<i>An attention-grabbing hook about your audience needs or concerns.</i>
Interest		<i>Generate interest in your brand or product by explaining purpose</i>
Desire		<i>Visualize how your audience life would improve.</i>
Action		<i>A call-to-action to buy, click or contact.</i>

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# THANK YOU

Need a hand at crafting your brand story?

Ping us at  
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[www.everyonecreative.co](http://www.everyonecreative.co)