

BRAND STORY TEMPLATE

Why We Do What We Do:

- Purpose: philosophically why do we do what we do?
- Mission, vision, core values

Elevator Pitch:

Who you are

- First 10 seconds needs to grab attention on the umbrella of what you provide

What you offer

- Clearly describe your services and/or products

Who you provide to

- Industries
- Buyer Types

Why you're better – key differentiators that set you apart from anyone else

- Differentiator 1
- Differentiator 2
- Differentiator 3

Targeted differentiation – what's important to each Buyer Type or Vertical Market

- Buyer Type and/or Market #1
 - Differentiator 1
 - Differentiator 2
 - Differentiator 3
- Buyer Type and/or Market #2
 - Differentiator 1
 - Differentiator 2
 - Differentiator 3

Tagline:

A few pithy words tied to your logo

Positioning Statement(s):

Something to expand or further support the tagline - yet different than the elevator pitch. Like a hook that can be used in marketing collateral and/or campaigns.