



THE VAULT

BY KM MARKETING SERVICES

STORYTELLING SNAPSHOT: MAP YOUR BRAND STORY IN 10 MINUTES

Section 1: The Why

- Why did you start your business?
- What problem were you trying to solve?

Section 2: The Hero

- Who is your customer?
- What challenge are they facing right now?

Section 3: The Transformation

- What's life like for your customer before working with you?
- What's life like after?

Section 4: The Consistency Check

- Write down 3 ways you can tell this story on social this week (ex: a post, a reel, an email).

