



25 Tips - Storytelling for your brand...



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1. Always start with "The Why". Your whole motivation for doing what it is that you do - enable your passion to come to the fore. Distill the why into 3 concise sentences to run through your story.
2. When writing your story start with clear, factual chronology. Go deeper on the detail where it counts - all the creative decisions you took, the dedication to your skillset, your determination to meet your challenges.
3. Write your story for your ideal customer - you need them to recommend you. Keep what you do simple, easy to understand and easy to remember - for your ideal customer to describe to others.
4. The 5 x W's - Who, What, When, Where and of course Why. Focus on these areas as the core of your story.
5. The How - this is the magic behind your story and so the emerging equity of your developing brand. Describe your process - in overview only - do not give away any trade secrets!
6. Timing - be concise to begin with and detailed when you are describing key milestones in your new small business journey or when writing a retrospective.
7. Mix up your media on your marketing communications output. Thoughtfully choose to create a balanced portfolio of brand and marketing assets of text (copy), graphics and video. Do all you can to bring your brand to life.
8. Don't underestimate the power of free content when you are nurturing sales in a challenging economic climate. Share a little of your expertise with your growing customer community- nurture your brand advocates.
9. Always offer a regular 'shout-out' to all the valued members of your supply chain. Customers love to see the BTS - Behind The Scenes.
10. Champion best practice within your industry - create thought leadership pieces on your social media on a timely basis to reinforce your credibility.
11. Connect with your competition - this may seem counter-intuitive - but it works. Introduce yourself to them and share your story, politely and professionally. Become familiar with their story in return - it sharpens the concentration and makes you work smarter not harder, to succeed.
12. Invest in events - take your story to your customers and find new ones. Grab the chance to speak to people both formally and informally on the day - take your business card and offer a summary on the back of what it is you do and why you do it so well, so they don't forget.



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13. Social Media - ensure you have a strategy and a set of SMART goals for this. Develop and plan a content calendar 30 days ahead. You can always change your theme for that day if something topical arises which impacts your company, but this way your storytelling stays proactive not reactive.
14. Focus on features - know your product and/or service portfolio strengths and your unique selling propositions (USP's). Showcase the thought process and unique quality of these at every opportunity in your storytelling.
15. Bring on the benefits - ensure you develop a library of case studies of customers who have bought from you and love what you do. Start with testimonials and short success stories - for something truly impactful, create a case study. Proof of concept is gold dust for commercial longevity.
16. Future plans - ask your customers to become part of your story. Hint at your future plans for the business and what else you wish to bring to market. Ask for their feedback - it is usually free and could save you time and money further down the line.
17. Retain a good sense of humour - keep your tone of voice light and good-humoured. We all know small business is not easy, but resilience and courage wrapped up in a light-hearted demeanour is priceless when it comes to keeping your customers with you, every step of the way.
18. Courtesy and humility - these are also vital. Thank your customers for their purchase, each and every time. Remind them that without them your small business would not be possible. Stay humble as you grow. Money comes and goes, the ability to adapt and evolve comes from a place of humility.
19. Community - give back your time, skills and efforts to your home town, your marketplace and your industry. This feels good but is also good for business and maintains a high profile for what you do.
20. Charity - sponsor what you can as you can afford to do so. The feel good factor and the publicity generated from helping good causes for both parties, is a win win.
21. The wider economy - get involved in local business initiatives in your home town, your county, your region, your nation and the wider world. Use your platform for good and share your story further afield.
22. Price v Quality - use your storytelling as a way to reinforce Quality over Price. Educate and inform your customer. Make your pricing relatable.



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23. Rewards/Incentives - investigate the benefits of creating these for your customer base. Email newsletter subscribers are a key target audience for your story and your message so offer them a discount on repeat purchase.
24. Ensure all your brand assets are consistent across all your marketing communications when you are storytelling for your brand. Eliminate the potential for confusion from day one of trading.
25. Trust - trust yourself, your product and/or service portfolio and trust the process. A new small business can have a steep learning curve, but stay with it and your storytelling will only become more authentic as a result.

Are you looking for a marketing or copywriting consultation?

Get in touch with Jacqui at The Write Reasons Ltd, today.