

What's your story?



How to Tell A Great Brand Story

Description

Branding is extremely important when you are planning to start a business. If you want to be successful, you need to be able to tell a great brand story to your audience and this is exactly what we are going to be talking about in this particular article.

Don't confuse your audience

Great branding story should always share the inspiration and the reason why your company came to be. This is essential when you elaborate the story about your brand and the kind of goals that you are planning for the future. This is the best way to start with the right foot when you introduce your brand.

Bring a human element to it

The brand story needs to be as personal as possible. If you dedicate your efforts to talking about making a corporation grow and focus your story on business and not on a personal and human story, you will alienate a lot of people that prefer to hear real stories that touch them on an emotional level, or at least allow them to relate in one way or another. This is crucial for the success of your brand and you should consider it your main goal when you write the story down.

Be consistent

The story you tell needs to be consistent with your brand promise. This basically means that you have to show that everything you are saying is being translated to actions. This is essential and it could make or break your credibility in any line of business.

Use a natural language

When you write a brand story, you should avoid trying to sound too technical. There is nothing wrong with fancy words and technical talk, but your brand story should be easy to understand and this will also make it seem unique and honest. The flow of your branding story needs to be smooth and interpersonal.

Be genuine

Believe it or not, people can notice when you are being fake with your message and when you are being genuine. You don't want to post something that sounds way too candy coated. Your message should be as genuine as possible. There is nothing wrong with adding a bit of color to your branding story, but don't go so far that it seems fake.

Make the brand story visual

There are probably a few elements of your brand story that can easily be represented with images. You should be able to make the most out of the story by adding images to it. You know how they say that a picture speaks a thousand words. This is the reason why you need to find a good image

or a series of images that represent your brand as much as possible.

Conclusion

If you follow all the steps that we have just mentioned, you will be able to come up with a brand story that is genuine and people will have a good perception of you and your business. Always remember the tips that we shared with you and never forget that a brand story could be as short as one paragraph or a few pages long. There are no limitations, but the best thing to do is keep it short and sweet, mainly because people no longer have time to be reading long posts.

Remember that your brand is going to be the backbone of your business and being able to make it strong and compelling is going to be an extremely important and powerful method to gain respect and visibility.

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