



Brand Story Interview

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1) Let's talk about your work.

What do you do? Tell me about how you work.

Why do you do what you do?

What's the world you want to see? What future are you trying to create?

What problems do you solve?

How do you solve them?

How could people misunderstand what you do? Or miss the value in what you do?



2) Let's talk about your customers.

Why do your customers love you?

Why are people happy they found you and chose to work with you?

What do you promise people will get out of working with you?

What do people get from what you do for them? (If it applies, you could think of this in terms of dollars -- how you help people make or save money)

How do you **know** that people have gotten what they hoped out of working with you?

What has changed for people after they've done business with you? Who do you help people become?

What do the people you work with want most? This can be what they want for themselves, their businesses, or for other people.

Why do they want that? What hope or fear is driving that? How does your work connect with what's driving them?

What do you want to be known for?

What do you want people to say about you to others?

What do you **not** want people to say about you? What's the thing you'd **least** want people to say?



3) Let's talk about you. Who are you?

How do you want people to feel about you or your business? How do you want them to feel when considering doing business with you? Think about every interaction with your business, from viewing your website to completing an engagement with you.

How do you **not** want people to feel about your business?

What do you value most? What are your core beliefs -- about business, people, and your industry?

What goes against your core beliefs? What do you like least about your industry?

What makes what you do and how you do it different? What makes it yours?

What product(s) or service(s) are you offering the world?

What's most memorable about you and what you do, your product(s) or service(s)?

What do you have that nobody else has?

How do people experience what makes you different? (How do you bring it to life in your marketing, sales, products, services, etc.?)

Why should people believe that your product(s) or service(s) can do what you say they can? Why are **you** believable?

4) Let's talk about your marketing.

(You don't have to be a marketer to do this part. It's better if you aren't.)

What kinds of marketing do you like most? (Think as an individual as well as a business owner)

Is there anyone you think does their marketing really well? (This can be anyone you'd consider to be a competitor, anyone who's speaking to the same audience as you, or any favorite brands of yours -- even if they're outside of your space.)

What kinds of marketing do you like least? Are there any marketing activities that you feel you dislike or distrust, wouldn't fit your business, or could be overwhelming to tackle?

Who are your top three competitors? What other businesses or other solutions are your ideal clients most likely to compare you against, or choose instead of you?

How would your ideal clients look for services like yours, or for other solutions to the problem(s) you solve?

Who is doing the searching? And who's making the decisions?

What have you done to market your business so far? What's worked or not; why or why not?

Do you think you're more likely to do your marketing yourself, hire help, or do some combination of the two?

Anything else your team should know before writing your story and designing your marketing plan?