BRAND STORYTELLING TEMPLATE

Use this structure for a quick & easy way to create a compelling brand story.

PROBLEM
Simplify the problem your brand is trying to solve.

SOLUTION
Talk about the solution in condensed, simplified terms.

PROOF
Describe how your brand is having an impact.

CONTINUATION
Show your readers that there's always going to be a next step, a better place that ONLY YOU can get them to.

On the next page is a blank template you can use to create your story...

optinmonster

Brand Storytelling Template

PROBLEM:

SOLUTION:

PROOF:

CONTINUATION: