

# STORYTELLING FOR BUSINESS

HOW TO WRITE BRAND STORIES

**WORKBOOK**

CLARITY COURSES  
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# STORYTELLING FOR BUSINESS WORKBOOK

**This workbook is designed to help you apply the new skills you learn during the Storytelling For Business online course. Use it to write your own brand origin story, and develop brand stories for your products and services.**

**You can click on the boxes next to the questions to type your answers. Save the document after completing your lesson tasks, or when you make adjustments to your brand story.**

## YOUR BRAND STORY

**Use the box below to write your brand story.**

# LESSON 1 - INTRODUCTION

**What is your favourite story?**

**Who told it to you?**

**Do you see yourself in the story, or do you relate to a part of the story?    Yes    No**

**What is the message of that story?**

**How does it make you feel?**

**Why does it make you feel like that?**

**What brand story do you remember most?**

**Which brand was it?**

**What was the message of the story?**

**How did they tell the story?**

**How did it make you feel?**

**Did it make you want to buy their product or service?    Yes    No**

# LESSON 2 - CHARACTERS

**Who is the main character of your story?**

**How old are they?**

**What is their gender?**

**What do they look like?**

**What is your character's goal?**

**What is your character's motivation?**

**Update the protagonist in your story on page 2 to reflect your character notes.**

# LESSON 3 - SETTING

Where is the location of your story?

Is it relevant to your character?

Yes      No

Is it relevant to your audience?

Yes      No

What contextual information does it add to your story?

What can you do to improve that?

When is your story based?

Does that add impact to your story?

Yes      No

Adjust your brand story on page 2 accordingly.

# LESSON 4 - PLOT

Think about the setting for your story.

## ACT 1

What is the hegemonic state? What does it normally look like?

## ACT 2

What is the obstacle for your character to overcome in your story? This should be the problem that your product/service solves. It must also be relevant to your character, your audience, and brand.

## ACT 3

What does your character need to do to overcome this obstacle?

How does overcoming the obstacle improve your character's situation?

Adjust your brand story on page 2 accordingly.

# LESSON 5 - AUDIENCE

Create the persona for your target audience/s

What gender are they?

How old are they?

Do they have children?

Yes      No

Where in the country do they live?

Do they live in a rural or urban area?

What type of house do they live in?

What is their level of affluence?

What do they do for entertainment?

Do they travel regularly?

Yes      No

The more detail you add, the more you understand your target audience. Knowing this will help you understand how to tailor your story to them. Consider your brand story, is it still relevant to your target audience? Will it resonate with them? Adjust the brand story accordingly.

For more enhanced audience segmentation, there are some excellent tools available such as Audience Spectrum by the Audience Agency ([https://www.theaudienceagency.org/audience-finder-data-tools/audience-spectrum#Explore\\_Segments](https://www.theaudienceagency.org/audience-finder-data-tools/audience-spectrum#Explore_Segments))

# LESSON 6 - MESSAGES

**List 5 benefits about each of your products/services that are important to your audience.**

**Create 5 messages based on those benefits.**

**Consider your audience (from lesson 5 tasks). What emotions do you want them to relate to your products and services?**

**Write down 2 actions you want your audience to take based on your messages (CTAs)**

**What is the message of your brand story?**

**Adjust your brand story on page 2 if you feel that your message needs adjusting.**

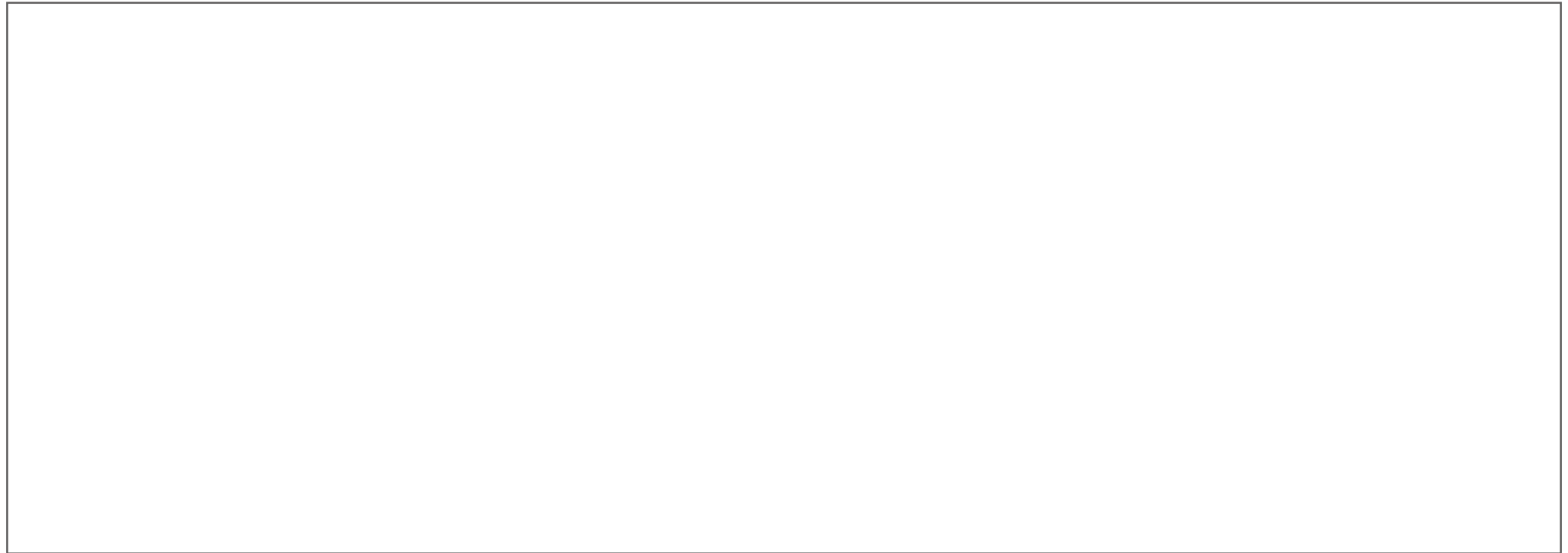


# LESSON 7 - CONCLUSION

**Now try writing a story to sell one of your products/services, using the new skills you have learned.**

**Remember to include:**

- **Character (who is the protagonist?)**
- **Setting (where and when is your story set?)**
- **Plot (act, act 2, act 3)**
- **Audience (who is this story for?)**
- **Message (what do you want them to understand about your product/service)**



# CLARITY VIDEO



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*Brand aligned video  
content designed to  
engage your audience*

With a wealth of experience across many industry sectors and verticals, you can be assured our content is the right solution for your business.

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