How to Tell a Brand Story your Customers will Love

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Are you a **Commodity** or a **Brand**?
Customers don't demonstrate loyalty to commodities but they can fall in love with a brand.

PRODUCT - MEANING = COMMODITY

PRODUCT + MEANING = BRAND

~ Bernadette Jiwa
What are you *really* selling?
A feeling
What turns a commodity into a brand that people will love and become loyal to?
An **authentic** story that they can connect to, emotionally.
What is **Authenticity**, and Why does it Matter?
Authenticity = when what you say aligns with what you do.
Trust is Key – Reputation is Everything
What story is your brand telling and what feeling is it selling?
Ask Yourself:

- Who are your customers, and what do they care about?
- What problem are you solving for them?
- What emotion are you trying to evoke in them with your product?
3 Story Archetypes you can Use to Connect with your Customers
1. The Origin Story
Hiut Denim:
https://hiutdenim.co.uk
Do One Thing Well.

Men
Four fits: Regular, Slim SlimR, SkinR. Two raw denims: Organic, Selvedge. And one Tech Fabric for the more active. We make the best jeans we can, not the most jeans we can.

Shop Men's

Women
Two fits: Skinny (low waist) Skinny (high waist). One denim: Stretch. And one Tech Fabric for the more active. We make the best jeans we can, not the most jeans we can.

Shop Women's
2. The Happy Customer Story

Dharma Bums:

https://www.dharmabums.com.au
Most humans are never fully present in the now, because unconsciously they believe that the next moment must be more important than this one. But then you miss your whole life, which is never not now.

ECKHART TOLLE
THINKGROWPROSPER
3. The Behind-The-Scenes Story

Bissinger's Chocolates:

https://youtu.be/jhNTfgV0yjg
give chocolate WORKS OF ART

Gourmet Easter Egg Collections

TRENDING PRODUCTS
5 Tools you can Use to Tell Your Story

- Instagram
- Facebook
- Email
- YouTube
- Blog

These tools work because they give direct contact between you and your customer, and allow you to tell your authentic story.

Therefore, they help to build trust and foster an emotional connection.
These 5 Tools Work Together!

For example:

- Create a video, which you post to YouTube and Facebook with a short, keyword-rich description.
- You also post 'behind the scenes' photos of making the video and also IG stories while making it to build anticipation/give people a window 'inside' your biz.
- You then post it on your blog (with YouTube video embedded) and write a summary of the video content/a teaser about it – which you then send to your mailing list.
- **One piece of content = telling your story across all platforms.**
Just remember:

- Know who you're talking to and what they care about
- Know what emotion you want to evoke
- Be authentic – don't pretend to care about an issue when you don't – it will backfire
- Be clear on what their problem/need IS, and how your product will solve their problem/fulfil their need
- Tell a story that weaves this all together in a subtle way that will connect with your customers emotionally
Recommended Resource:

The Fortune Cookie Principle
by Bernadette Jiwa