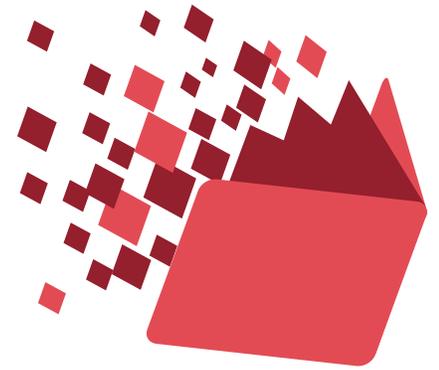


5 Ways to Make Your Brand Stories Compelling



5 Ways to Make Your Brand Stories Compelling

Who doesn't like a good story? Storytelling is a part of all of our lives. It's the way we learn new information, get entertained, and communicate with one another. Storytelling matters in the world of business, too.



The reason is simple. Great stories make people feel something, and those emotions give your audience a way to connect with you, one person to another, and to view your organization as what it is: a living, breathing entity run by real people who add value to other people's lives, ease their problems, and meet their needs.

For companies, brand stories are the way to building value and loyalty. When you can develop an emotional connection between consumers/stakeholders and your brand, your brand's power will grow exponentially.

In that way, the content you put on your website, blog, e-newsletter, social media and white papers need to be your brand stories – told well, told honestly, and told in a way that isn't self-promoting.

So how do you pull together your organization's stories and tell them in a way that excites your core audience?

Let's examine 5 ways to make your brand stories compelling.

1) Make them true.

Make truth the foundation of everything you create online and offline. Be transparent with your marketing content and feature real people, real situations, real genuine emotions and facts about your business. Show your achievement and aspiration through customers and clients who rely on you.

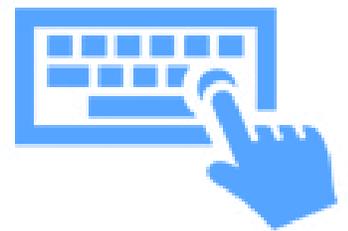


Your stories should show, not tell. They need to explain in clarity, not jargon, how your organization adds value to the overall community. Show your stories in terms that regular people can relate to.

Empty messaging will hurt your brand. So don't use awkward stock photos with fake customers. They only lead to false promises.

2) Make them human.

Focus your stories on how your products or services touch the lives of actual people.



Stop trying to sell, and instead, emphasize on developing human interest.

Set up the stories with context and focus your delivery on "one person with one thought." Use descriptive words to show how your company is transforming that person's life.

And don't be boring. Bring out the personalities behind your organizations.

When writing about people, take a lesson from journalism: Be believable, relevant and evoke emotion.

3) Make them original.

Write your brand stories so they are interesting and capture attention. Have them offer a fresh perspective and useful information -- something your audience can't get anywhere else.



To find your unique voice, answer these questions:

What's interesting about your company?

What's important about it?

What's cool about it?

Keep the stories short. Too much writing in a blog post or a web page can leave your readers feeling distracted. So stay on the point, and be original.

4) Make them consistent with your promise.

Confusion is the number one brand killer. Be sure the stories you tell on your website, e-newsletters, and social media are consistent with your brand promise and image. If your audience doesn't understand how the stories you tell are related to your brand, they are going to turn away to your competition.



Find your brand image, whether it's solving hunger, creating green cities or improving community health, and market people living your brand lifestyle. Their stories will elicit emotions with your audience and drive those important emotional connections between them and your company.

5) Make them part of a story arc.

Your brand stories shouldn't be stand-alone short stories. Instead, they should be part of a broader, long-term story arc.



If you tell the complete story of your brand in one shot, you lose the chance to build a long-term relationship with your customers or donors. Instead, catch their interest but don't offer the outcome right away.

What will the future hold for the family living in public housing? Will the new line of mattresses bring success for the family-run bedding business? How well will the new drug-prevention program do in the school district?

You'll have to wait for the next blog or e-newsletter to find out. Leave your audience hanging with a promise of more stories.

The Takeaway.

Storytelling is a powerful technique for building relationships. It's a timeless concept that brings people together and keeps them engaged. Compelling stories give rise to big voices for ventures of all sizes.

No matter if you are designing info-graphics, writing copy for a brochure, tweaking a Facebook posts, or crafting the perfect online guide, you need to capture your audience's attention. Storytelling is the way to do that. It's a part of building human-to-human connections, the heart and soul of any communication streams.

Your organization needs brand stories to stand out, get noticed, and build loyalty and meaningful bonds with your audience.