

# Brand Story Exercise

Create your brand's story! Write down your answers to the questions below to map out the journey your customer goes on. Then, you can shape your brand story around how you can aid them along the way.

## Need

Who is your ideal customer? (Reference your Lean Canvas or Idea Validation worksheets.)

What do they need?

Why do they need it?

## Solution

How can you help them? (Another chance to reference the Lean Canvas worksheet!)

Why should they trust you?

What action do they need to take?

## Results

What's at stake if they succeed?

What's at stake if they fail?

What transformation can they achieve?