



Brand Story Building Starters

Brand Story Starter #1: The Why Behind It

We started _____ because we were tired of / frustrated by / inspired by _____.

At the time, most people were _____, but we believed _____.

What makes us different is not just what we make, but the fact that we _____.

We want people to feel _____ when they interact with our brand.

Brand Story Starter #2: The Personality Builder

If our brand walked into a bar, it would be the kind of person who _____.

It would never _____.

It would always _____.

People who connect with our brand usually value _____.

People who don't "get us" are usually looking for _____ instead.

(That last line is sneaky-good for differentiation.)

Brand Story Starter #3: The Customer Connection Version

We're not just selling _____.

We're helping people _____.

Our customers are the kind of people who _____.

The moment we realized our brand was resonating was when _____.

We want someone to describe our business as "_____."

Brand Story Starter #4: The Origin Story (Without Being Boring)

Before this business existed, we were _____.

The turning point came when _____.

The risky/scary/uncomfortable part was _____.

Most people assumed _____.

They were wrong because _____.



Brand Story Starter #5: The “What We Believe” Exercise

We believe _____ should feel more like _____ and less like _____.

We care deeply about _____.

We refuse to _____.

We’re probably not the right fit for people who _____.

But we’re absolutely for people who _____.

Fast One-Line Brand Positioning Exercise

“We’re for people who _____, not people who _____.”

Examples:

- “We’re for people who actually drink wine on Tuesdays, not just collect bottles for special occasions.”
- “We’re for drivers who want their car to feel reset, not just cleaned.”
- “We’re for wineries that want flexibility, not cookie-cutter software.”

Optional Exercise

Finish this sentence in under 10 seconds:

“Our brand exists because _____.”

