

USING SEVEN STORY
BLOCKS

C R E A T E
C O M P E L L I N G



N A R R A T I V E S
B R A N D

WRITE SEVEN BRAND
STORIES

BRAND STORIES BUILD UNIVERSES

Together, they create a brand narrative.

A brand narrative is a collection of individual storylines that weave together to form the larger story of the brand and business.

HOW DO YOU BUILD A UNIVERSE?

THE SEVEN STORY BLOCKS OF YOUR BRAND NARRATIVE

Great brand storytelling doesn't happen in one piece of content. It unfolds over time — ebbing and flowing with your brand, product, or service.

Think of each story as a single chapter within your brand narrative book. Each chapter (or content initiative) adds to the overall narrative and deepens your brand's storyline.

WHERE DO YOU FIND THE STORIES?

THE ECOSYSTEM OF BRAND STORIES

When you create an episodic brand narrative, it cycles through your brand's life stages and customer journeys — becoming an ecosystem of intersecting brand stories.

All the customer interactions across the business, the things your people do every day and the company folklore tales — are all potential story sources.

WHAT ARE THE SEVEN STORIES?

SEVEN TYPES OF BRAND STORIES



01

VALUES STORY

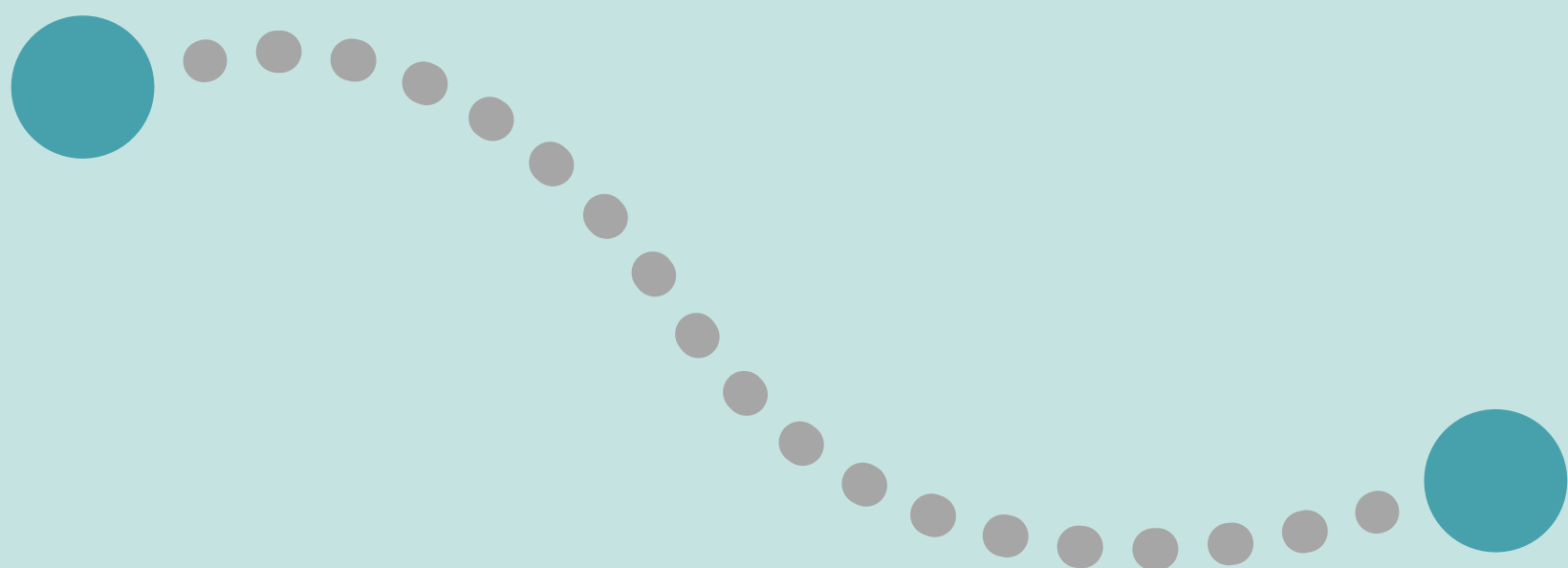
Who you are and what's important to you.
Reflects your core beliefs and behaviours.



02

ORIGIN STORY

How you started and the journey you took.
Reflects the impactful moments, mistakes
and hurdles.



03

WHY STORY

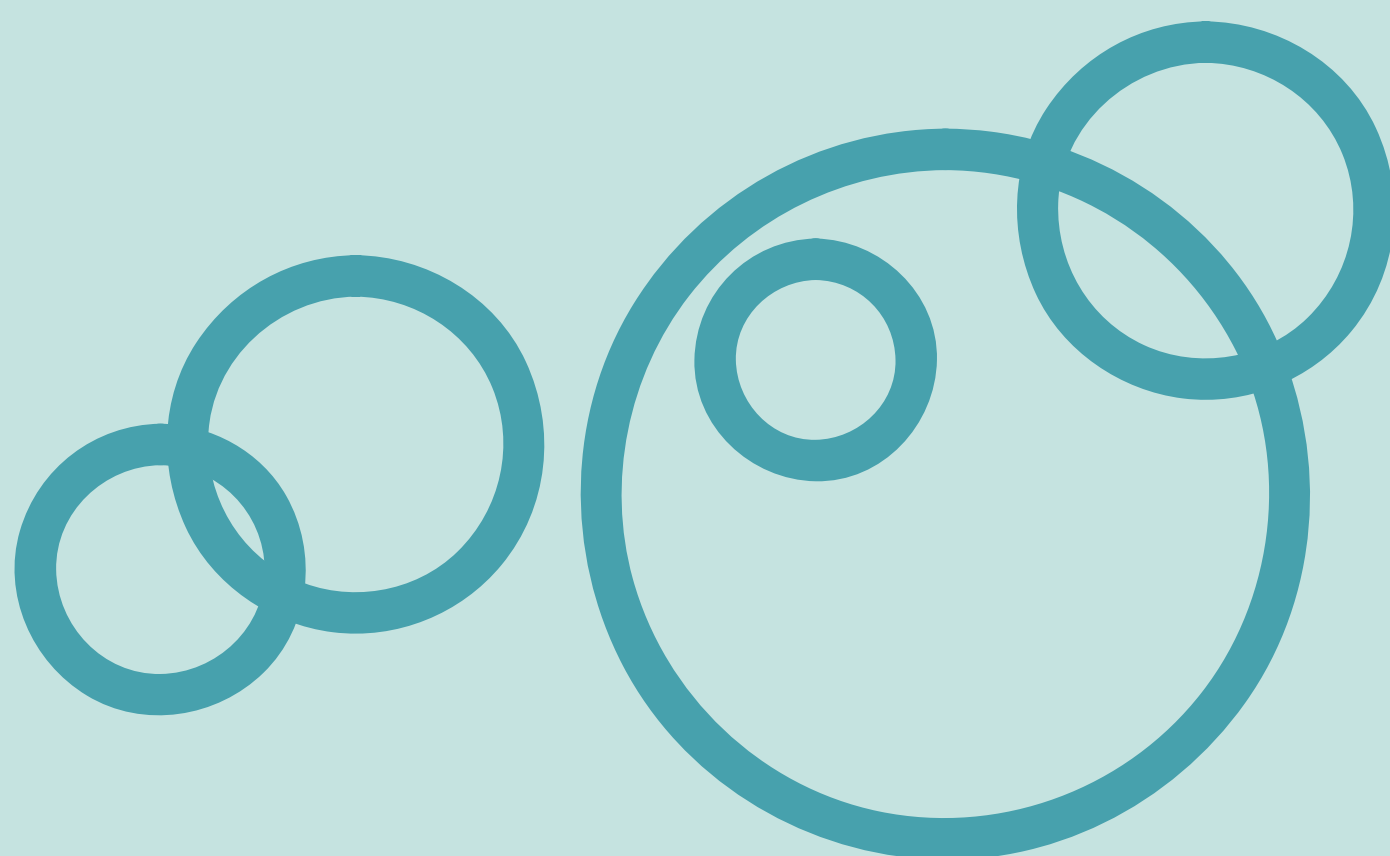
Why you do what you do and why it matters. Reflects the heart of your passion.



04

VISION STORY

Where you are headed tomorrow. Reflects
how the world will be when you succeed.



05

LEARNING STORY

How you share your knowledge and skill.
Reflects lessons learned and joys
experienced.



06

INFLUENCE STORY

How you've helped others overcome problems. Reflects the value of what you do and transformations experienced.



07

CONCERNS STORY

Validates others' concerns into something else. Reflects a reframing of objections into positive learnings.



WRITING THAT BONDS BRANDS WITH PEOPLE

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STRATEGIC COPYWRITING,
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