

THE
BRANDING
babe

the
BRAND STORY
b u i l d e r



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hey, babe HERE'S THE DEAL

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YOUR BRAND'S UNIQUE STORY IS THE KEY TO YOUR SUCCESS

Your story should be the foundation of your brand. It should be the heart of every message you send out, every visual you design, and every photograph you take to represent you and your business.

To create a truly successful brand that survives & thrives the test of time, building out your story should be your first plan of action. Let's begin building your story together, one step at a time!

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the **5 pillars** **OF YOUR BRAND STORY**

It's time to start building out the 5 pillars of your brand story. Your pillars will be the foundation of your brand, and be a point of reference as you grow.

1 WHO YOU ARE

Get specific! Beyond your job title, who are you at the core of your heart? What's your origin story?

2 WHAT YOU DO

Beyond your actual product or service, what "experience" do you provide your customer or client base that is unique to you?

3 WHY YOU DO IT

What's your brand's mission, your purpose? Why does this work light you up?

4 WHO YOU DO IT FOR

Who is your ideal client, customer, or audience? What is your specific demographic (gender, location, income level, occupation, etc.)?

5 YOUR UNIQUE VALUE PROPOSITION

How do you distinguish yourself from your competitors? What makes your business & process unique? Get specific - what is your niche?

Understanding YOUR IDEAL AUDIENCE

Everything you create as a brand should be finely tailored with your ideal audience, (client, customer, or following) in mind. Understanding your audience is key to creating content that they can connect to and ultimately invest in. Let's explore the different ways you can connect and build trust with your ideal audience.

Build out a list of values & interests that you and your audience have in common.

Your Common VALUES

Examples: Sustainability, Kindness, Financial Stability, Mindfulness, etc.

Your Common INTERESTS

Examples: Vintage Fashion, Yoga, Global Travel, Literature, etc.

Build out a list of problems your audience has and your solutions to these problems.

Their PROBLEMS

Example: Lack of time, unorganized, stressed from too much work.

Your SOLUTIONS

Example: A foolproof time management strategy & self-care routine.

Writing YOUR BRAND BIO

Now that you've brainstormed & built out your brand story, as well as taken the time to understand your ideal audience, it's time to put all of this work into action.

Let's write you a brand bio that emphasizes your 5 pillars and deeply resonates with your ideal audience. A solid bio length can be anywhere from 3-5 paragraphs.

Introduce yourself. Who are you and how/when/why did you launch your brand?

Who do you serve and why do you love serving them? Why do they love you?

What sets you apart from your competitors? Why choose you? Seal the deal.

**HIGH FIVE, BABE! YOU'VE BUILT
AN AMAZING BRAND STORY!**



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