



Brand Storytelling
Brand Story Checklist

Learn how to write a good story for your client!





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The Idea Client Profile (ICP) is all the important information about your client's ideal customer. It's their demographics, psychographics, geographics, and behaviors.

Each article is linked to a marketing goal for a current campaign. Work with the client to understand what brand message and narrative they want to tell with your article.

There are five common Dynamic Brand Heroes in brand journalism. They are the Customer-Hero, Product-Hero, Founder-Hero, Employee-Hero, and the Brand-Partner Hero.

The villain in your story is often the ICP's key frustrations. It's one of the big, unsolved frustrations or pains that keeps them up at night regarding their job.

There are really two heroes: The Dynamic Brand Hero and The Reader-Hero. The Dynamic Brand Hero is the hero at the story/article level. The Reader-Hero is the real-world hero or ICP we want to attract. The best stories really connect to them.

Show how the hero was transformed and transform the reader as well with your story. Sometimes you can state the brand solution in this transformation.

After the transformation has happened, the Reader-Hero is inspired to take the next step to connecting with the brand and/or leaning more about their ICP solutions.

1. Define The ICP
2. Pick A Brand Narrative
3. Pick A Dynamic Brand-Hero
4. Define The Villain
5. Tell The Reader-Hero Story Too
6. Complete The Transformation
7. Add Reader-Hero CTA





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2. Pick A Brand Narrative



3. Pick A Dynamic Brand-Hero



4. Define The Villain



5. Tell The Customer-Hero Story



6. Complete The Transformation



7. Add Reader-Hero CTA

