

# ORIGIN

## YOUR BRAND STORY CHECKLIST

5 Steps to Craft an Authentic Brand That Connects

Your Business Name:

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# STEP 1: WHY DO YOU EXIST?

Every great brand starts with a clear mission. It's why you exist beyond making money. This step digs into the heart of your business, so you can tell a story that matters. Let's find your "why" to craft the basis of your brand.

What problem do you solve for your customers?

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What is one thing that you want to be known for?

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Check all that apply:

We save people time or money

We improve lives

We inspire change

Other: \_\_\_\_\_

Write a mission statement in 10 words or less:

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# STEP 2: WHO'S LISTENING?

Your brand story isn't just about you. It's also about who you're talking to (aka your audience). Knowing your audience helps you craft a message they'll connect with. Let's figure out who's on the other side of your brand.

Who's your ideal customer? (Age, job, needs, etc.)

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What keeps them up at night?

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Check all that apply:

They need convenience

They want quality

They crave connection

Other: \_\_\_\_\_

List 3 words they'd use to describe their dream solution:

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# STEP 3: HOW DO YOU SOUND?

Your brand voice is how your business speaks. Think of it as its personality in words. This step shapes the tone that makes you memorable and authentic, and allows your audience to relate to you on a human level. Let's find your sound.

How do you want customers to feel when they hear from you? (Inspired, trusted, etc.)

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What's one phrase you'd repeat to define your vibe?

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Check all that apply:

- Friendly & warm
- Bold & edgy
- Professional & calm
- Other: \_\_\_\_\_

Write a tagline (5 words max):

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# STEP 4: WHAT DO YOU LOOK LIKE?

A brand's visuals (logo, colors, fonts, icons, etc.) brings its story to life in an instant. In this step, we'll check if your look matches your mission and vibe, and therefore if it tells your audience what you want it to. Let's see what your brand says without words.

List your current brand colors (or guesses):

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Does your logo reflect your mission? Why or why not?

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Check all that apply:

Logo is modern

Colors feel consistent

Fonts match my voice

Items that need updating: \_\_\_\_\_

Sketch or describe your dream brand vibe:

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# STEP 5: GET IT OUT THERE

You've got a story, now it's time to get it out there where your audience can hear it. This step looks at where you're currently sharing, and helps you assess areas where you could shine brighter.

Where do your customers hang out? (Instagram, email, on the road, etc.)

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What's one marketing channel you're neglecting?

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Check all that apply:

Social media is consistent

Website tells my story

Email connects regularly

I need help with: \_\_\_\_\_

List the most impactful next step to share your brand:

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Need help bringing your brand story to life? Book a free audit with Origin Studio at [originstudio.us](http://originstudio.us) or by emailing [hello@originstudio.us](mailto:hello@originstudio.us).