



BRANDSCRIPT
TEMPLATE

BRANDSCRIPT

Crafting your brandscript

A brandscript is a simple yet powerful document that explains everything someone needs to know about your company at a very high level. It defines the essence of your organization; why you exist, how you operate, what makes you unique, your target audience, the problems you solve, and the products/services you offer.

Use your brandscript to determine

- what content goes on your website
- what messaging is used in your marketing
- what conversations are had during your sales process
- what processes exist to ensure that your customer experience aligns with your brand promise
- how you recruit, interview, hire & build culture
- how your organization stays focused & moves forward



YOUR BUSINESS

POSITION YOURSELF AS THE EXPERT
WITH A SOLUTION THAT CAN SOLVE
YOUR CUSTOMER'S PROBLEM

WHY WE EXIST

Cause to champion

The purpose, cause, or belief that guides why you do what you do. A larger goal that goes beyond yourself that inspires others to work towards it.

One liner

This is your Unique Selling Proposition (USP), a 1-2 sentence message that conveys what problem you solve & lists the benefits to the customer in a clear & memorable way.

HOW WE OPERATE

Values, behaviors, characteristics of the people who work here that drives our culture

The guiding principles that give you a clear idea of how to act in any situation. The values that define your culture and the standards you hold your people accountable to that will attract the people who embody those values and avoid those that don't.

UNIQUES

Combination of factors that set us apart

The unique combination of factors that differentiate you from your competitors, provides the context for decision-making to maximize your success, and helps you avoid making decisions that end up diluting your brand authenticity.

WHAT WE OFFER

Products/services/revenue streams

A high level overview of your products and services presented as solutions to solve your customers problems so they can achieve the outcome they're looking for.

CREDIBILITY & AUTHORITY

Empathy

Acknowledgment that you understand the frustrations and the obstacles your customer is facing.

Experience

Demonstrate your competency in helping your audience solve their problem. Include statistics, certifications, awards, work experience, photos, case studies, testimonials, etc.

YOUR CUSTOMER

UNDERSTANDING YOUR TARGET
AUDIENCE HELPS YOU BETTER
QUALIFY YOUR OWN CUSTOMERS
AND HELPS PEOPLE WHO DO
BUSINESS WITH YOU TO CLEARLY
IDENTIFY THEMSELVES AS SOMEONE
WHO WILL BENEFIT FROM WORKING
WITH YOU

TARGET AUDIENCE

Ideal customer

A short summary or bullet points that paint an accurate picture of your ideal customer (age, gender, family status, location, interests, lifestyle, income)

What they want

Define what your customer wants as it relates to your business and what they hope to achieve by acquiring your products/services.

PROBLEMS WE SOLVE

External

The surface level & tangible issue your customers struggle with.

Internal

Emotions, frustrations or doubts connected to their external problem.

Philosophical

A deeper issue tied to what they believe should or shouldn't happen as a result of their struggle.



INTERSECTION

THE PROCESS THAT THE CUSTOMER
WILL GO THROUGH TO HAVE A
GREAT EXPERIENCE WITH YOUR
BUSINESS

P R O V E N P R O C E S S

Steps to ensure a great customer experience

The process the customer will go through to have a great experience with your business that will ensure their success.

Call to action first step to engage our services

A clear directive about the first action step a customer should take to engage your business.
(Call, Sign Up, Schedule, Buy, etc)

RESULTS

Negative result if they don't work with us

The negative result that might happen if they don't work with you.
(failure you want them to avoid)

Positive result if they do work with us

The positive & successful experience a customer will have if they do work with you.
(success you want to ensure)

NEXT STEPS

Learn More

Building A StoryBrand

Donald Miller

Start With Why

Simon Sinek

The Advantage

Patrick Lencioni

Traction

Gino Wickman