

PLANNING A BRAND STORY



People Like People, Not Brands

- Brands are distrusted and disliked
- So the story must be one of humility
- Story should be real and feel real



Examples

- Our founders went through the same problem first and made the solution for themselves
- We care and we donate a portion of our profits
- Be careful of cheap and unnatural pandering or sleazy virtue signaling

Example Of My Business Brand

- My goal is sales --> Udemy, Amazon, SEO for profitable keywords
- Little social media
- Always look out for too many additional “nice to have” projects creeping in

