

THE BRAND STORY SPRINT™

Clarify it. Shape it. Share it.



Use this quick brand exercise to turn what you do, why it matters, and who you serve into a clear 60-second brand story you can confidently share.

01



CLARIFY

Get clear.

What should people know about your brand?

- I am / My business is: _____
- I help: _____
- They come to me because they need: _____
- I want my brand to be known for: _____

02



SHAPE

Shape the message.

Build your brand story. Use your answers above to complete your message.

WHO I'm _____, and I help

WHY I started / created / do this work because

VALUE What makes this work important or different is

INVITATION If you're looking for _____,
I'd love to _____.

03



TONE

Add feeling and experience.

How should your brand feel?

Choose 3 words that describe your brand experience.

After hearing my brand story, I want people to feel:

The action I want them to take is:

1 _____		
2 _____	_____	_____
3 _____	_____	_____

04



IDENTIFY

Own your look, voice & feel.

Who are you as a brand — in look, voice, and feel? This is what keeps you recognizable everywhere: your site, social, email, and any AI-generated content.

- My brand voice sounds like: _____
- My color palette feels: _____
- My typography & imagery style leans: _____
- My brand should never look or sound like: _____

3 words that describe my brand's identity.

Colors I keep coming back to:

One visual detail I want to be known for:

1 _____		
2 _____	_____	_____
3 _____	_____	_____

05

Your 60-Second Brand Story

Put it all together. Speak naturally—don't try to sound perfect. Sound like your brand.



SHARE

Record it.
Own it.

☐

CLARIFIED

☐

SHAPED

☐

STYLED

☐

IDENTIFIED

☐

SHARED

MAKE IT AI-READY

Once your brand story is written, your identity is set — hand it to AI so every tool sounds like you, not a stranger.