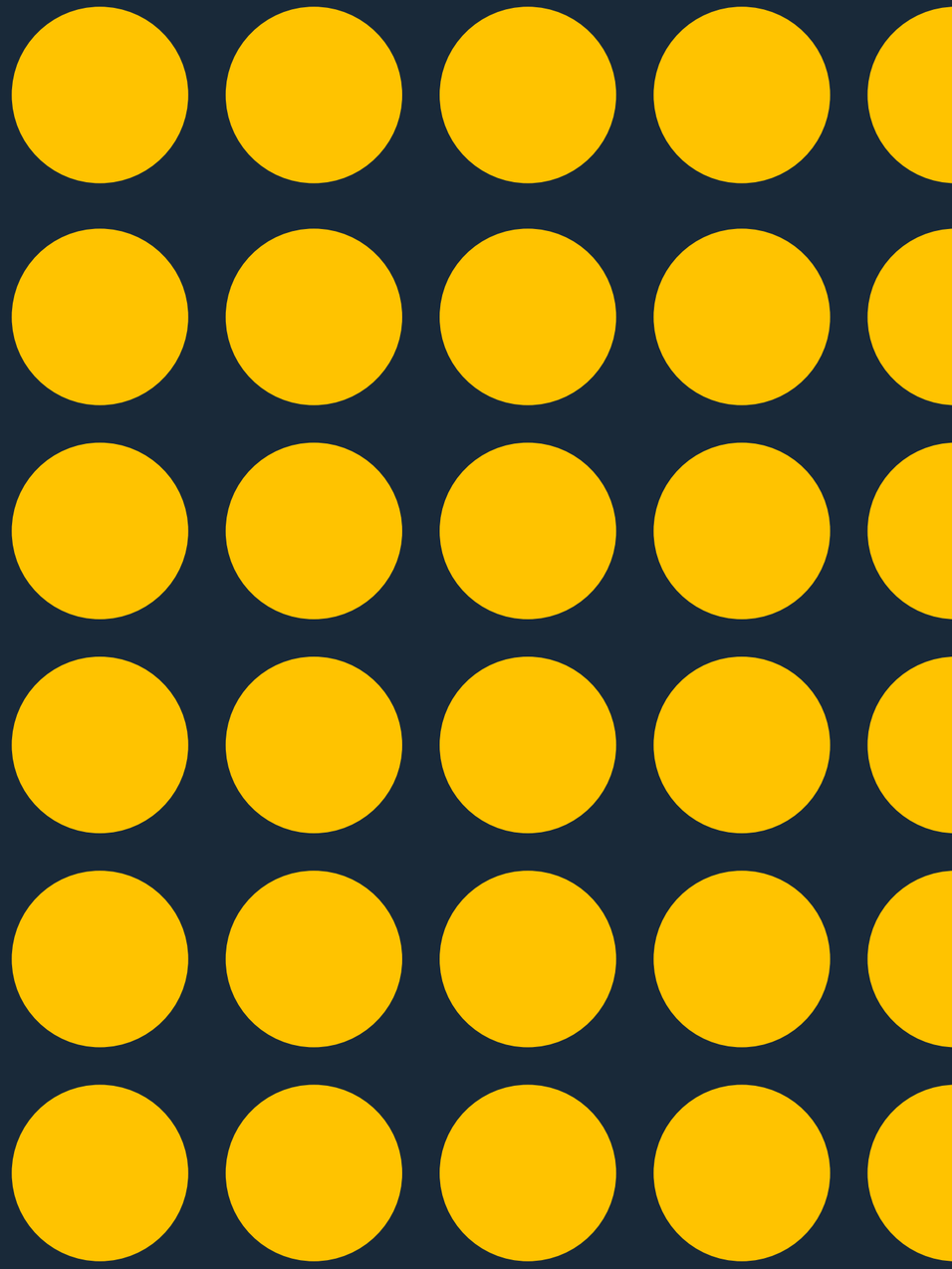
JASON SUTTIE

BRAND STORY WORKSHEET

Is Your Brand Story Working?

A good brand story should:

- Create shared understanding internally
- Shape how the company is seen externally
- Guide decisions and messaging
- Build belief and momentum
- Differentiate clearly and emotionally
- Scale without getting diluted



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What Do We Mean by Brand Story?

A brand story isn't just a backstory or a poetic About page. It's the structured narrative that explains who you are, what you stand for, and why that matters — both inside your company and out in the world.

It's the thread that ties together your positioning, purpose, and personality — so that people understand you, remember you, and believe in what you do.

Take Patagonia: their story isn't just a statement — it's a strategy.

- **Big idea:** "We're in business to save our home planet."
- That story shows up in everything: from repairing old jackets, to suing the U.S. government, to giving the company away to fight climate change.
- It's not just what they say — it's how they behave, what they prioritise, and what customers believe about them.

That's what a strong brand story does — it creates meaning and momentum.

If yours doesn't have that kind of clarity or impact, this worksheet will help you figure out what's missing.

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Clarity & Consistency

Can every team member tell your brand story in a similar way?

If not sure:
Run a quick internal Google Form with one open question:

“In your own words, what’s our brand story?”

Compare the responses — you’ll quickly see if there’s a shared narrative or five separate novels.

Is your story easy to tell — without notes or slides?

If not:
Try recording it or saying it out loud in 30 seconds — no notes.

If it sounds robotic or waffly, it needs simplifying.

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Structure & Relevance

Does your story reflect what you actually do today?

If not sure:
Read your About page or pitch deck.

Cross-check it with what you actually sell and who you're targeting today.

If it feels like two different companies — time to rewrite.

Does the story include the shift you create for customers?

If not:
Sketch a simple "before - after" line.

Before working with us, customers feel ____
After working with us, they feel ____

If you can't do this, your story is missing its heart.

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Internal Alignment

Do people in the company believe in the brand story — or just know it exists?

If not:

Ask 3–5 team members privately:

“Does our brand story actually feel true to you — or does it feel like marketing fluff?”

If people hesitate or laugh, that tells you everything.

Does the brand story shape how people talk about the company?

If not:
Listen to how your team talks in meetings, pitches or onboarding.

Are they using the language, metaphors or values from the story?

If not, the story isn’t embedded — it’s just decoration.

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What Next?

If this worksheet threw up more “not sure” than “yes” — good. That’s what it’s for.

You’ve now got a clearer view of where your brand story might be muddy, misaligned, or missing entirely. And you’ve got actions you can take straight away.

When you're ready to turn that into something sharper, more strategic, and actually usable — I can help.

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PS. If you’re wondering whether your brand, team, and strategy are really pulling in the same direction — take my quick est. It’s quick, sharp, and might reveal more than you expect.

www.jasonsuttie.com/alignment