

Brand Narrative Spine Worksheet

Point of View: The unique way in which your brand sees the world. It is a belief that forces a choice; the reader must agree or disagree.

Implication What must be true as a result of the point of view: an action that must be taken, a stance that should be adopted, a decision that's required.

Ramification: What your brand does that proves its commitment to its point of view: products or services it has developed, choices it has made about how it does business, etc.

Identity: Who your brand has become as a result of these actions, and what it aspires to be in the future.

Transformation: The change that your brand enables; the past state it brings customers from, and the future state it delivers customers to.

Themes: The underlying idea(s) that the brand narrative must bring to life.