

BRAND STORYTELLING

The Brand Story Clarity Workbook

Clarify the audience, promise, proof, emotional stakes, and call-to-action before production begins.

For founders, nonprofits, creators, and teams preparing for a brand film, campaign, or proof moment.

AUDIENCE

- Who needs to believe this story?
- What do they already misunderstand?
- What would make them care before they know every detail?

PROMISE

- What transformation does the brand create?
- What should the viewer remember in one sentence?
- Where does the promise show up in real life?

PROOF

- Which people, outcomes, receipts, or moments make the story credible?
- What proof can be shown visually instead of explained?
- What detail would only this brand be able to claim?

NEXT STEP

- What should the audience feel ready to do after they watch?
- Where will the story live first?
- What cutdowns, stills, copy, or landing page does the story need around it?