



PLANN

*Questions* YOUR  
**ULTIMATE**  
**STORYTELLING**  
**GUIDE**

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**30 QUESTIONS TO UNCOVER  
YOUR BRAND STORY**



# Introduction

## WHAT TO ASK

Chances are, there are many different businesses out there that do the same thing that you do. But, they'll never be able to do it exactly like YOU do.

Want to know what makes a customer choose your brand over another that provides a similar offering? It's your brand story — the unique personal journey that's taken you from day one to where you are today.

Ready to get crystal clear on your brand's point of difference, so you can stand out (not blend in!) for the right reasons on social media? Ask yourself these 30 powerful questions to help you dive deeper into your brand story and strategy.

**TIP:**

***PRINT OUT THIS GUIDE,  
SO YOU CAN FILL OUT THE  
ANSWER SECTIONS WITH  
YOUR OWN RESPONSES!***



**STAY IN TOUCH  
ON INSTAGRAM**



# Contents

1. Where it all started
2. Your brand identity
3. Your audience

**HAVE YOU TRIED ALL  
OF THESE STRATEGIES?**

# Where

## WHERE IT ALL STARTED

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Fill me in!



What was the lightbulb moment that led to you starting your brand?

Where did your brand or business start from ie. Your kitchen table? Your parents' spare room? A cafe?

What's one struggle you've had to overcome in order to get your business to where it is now?

How has your brand evolved from when you first started it?



What's the biggest lesson you've learned throughout your business journey?

Who was on your team when you first started your business, and how has it grown?

What's one personal experience you've been through that has shaped your business?

If there's one thing you could go back and tell yourself when you first started your business, what would it be?

Who was your very first customer, and how did you help them?

# Plann pointer

Use our suggested brand storytelling themes in Plann's 'strategy' section to help build trust and connection with your audience





# Brand

## YOUR BRAND IDENTITY

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What are the first 3 words that come to your mind when you think of your brand?

If your brand was a person, where would they shop?

What's the most common compliment you get about your brand?

What flavor of ice cream would your brand be?

If your brand was a person, what music would they listen to?

You overhear someone in a store talking about you or your brand. What's the one word you would want it described as?

How do you dress in real life (ie. Bold and bright? Dark clothes?) Tip: You may be able to incorporate this into your brand aesthetic

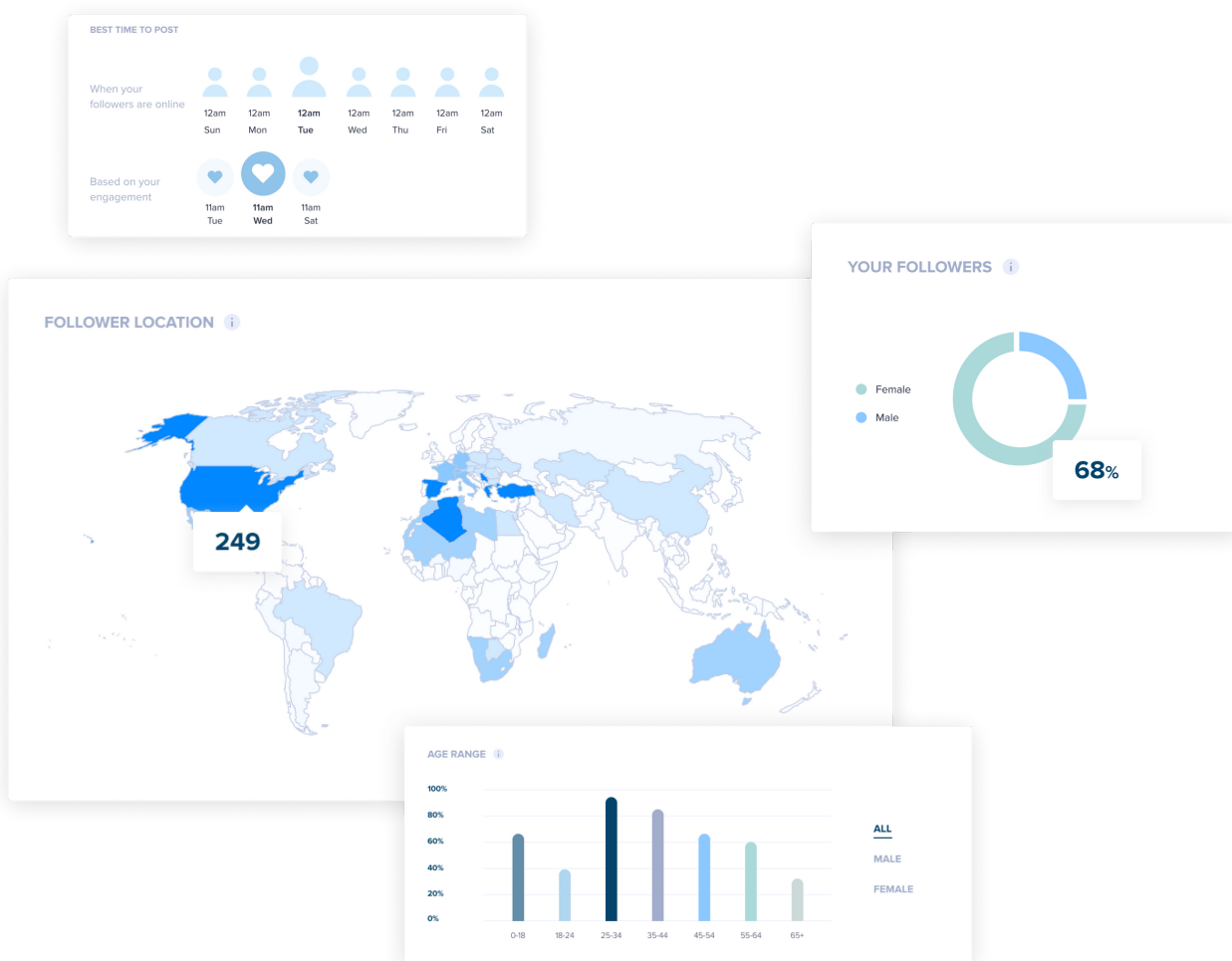
Which fictional character best embodies your brand?

What would your brand's pizza order be?



# Plann pointer

Use Plann's 'results' tool to get a better idea of who your existing audience are. Here, you can access helpful audience analytics, like their age, location and what times they're online!



# Audience

## YOUR AUDIENCE

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Where is your target audience actually hanging out on social media?

What's one thing you and your audience have in common (ie. something you can share they may be able to relate to?)

How do you want your target audience to feel when they see your content ie. Supported? Uplifted? Challenged?

What is the one problem you're trying to solve for your target customer?



What's one struggle that you've overcome that your audience still deal with?

Imagine your ideal customer comes to meet you for a coffee. What are they wearing?

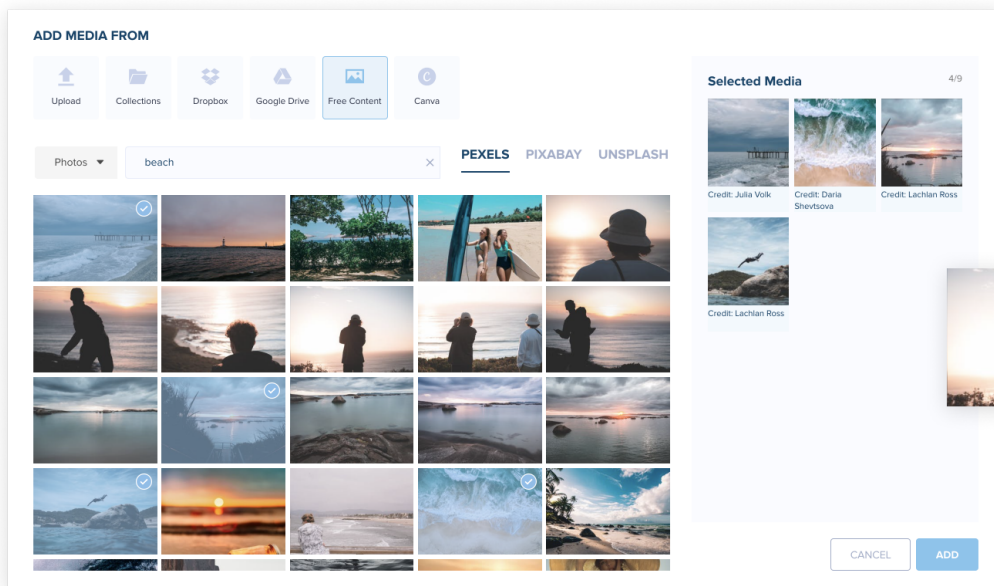
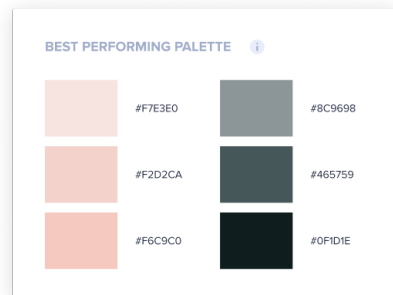
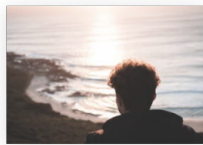
What mode of transportation does your customer take?

What's the one thing your customer likely vents to their friend or partner about?

What's one pet hate you and your audience have in common?

# Plann pointer

Use the 'best performing palette' tool in Plann's 'results' section to get a feel for what visual brand identity is currently working best for you. You can also use Plann's library of free stock images to help tell the story of your brand. Visual storytelling is important, too!





# Ready?

## PLANN YOUR CONTENT

Now that you know your brand story, it's time to bring it to life on social media! Use our strategy tool to map out the key themes you're going to talk about online, and our stock images and content prompts to help you find the perfect content to tell your story.

Now, it's time to create your campaign! Download or [log into Plann](#) to [start planning and posting your sales-skyrocketing content today.](#)

