

Brand Story Framework

Clarify your message and connect with your audience

A free template from the Manager Moms Network

Manager
MOM



Welcome, Manager Mom

Clarify your message and connect
with your audience

Your brand story is more than what you sell — it's why you exist, who you serve, and how your journey connects with theirs.

The Brand Story Framework helps you clearly articulate your message so your audience: - Understands what you do - Feels seen and understood - Trusts your voice and your brand

This template is designed to help you communicate with confidence — on your website, social media, pitch decks, product packaging, and beyond.

How to Use This Template

- Set aside focused, uninterrupted time (20–30 minutes)
- Write honestly and conversationally
- Don't aim for perfection — aim for clarity
- Revisit and refine as your brand grows

This framework can be used digitally or printed.



Section 1: The Heart of Your Brand

1. Your Brand Purpose



Why does your brand exist?

My brand exists to:

The change I want to help create:



Section 1: The Heart of Your Brand

2. Your Core Values



List 3–5 core values that guide how you show up and do business:



Section 2: Your Audience Connection

3. Who You Serve ?

Describe your ideal customer or community:

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Section 2: Your Audience Connection

What challenge, frustration, or desire brought them to you? 

- The main problem they are facing:

- How this problem makes them feel:



Section 3: Your Story (The Bridge)

5. Your Journey

Your story builds trust when it serves the audience — not when it centers you.

- What personal or professional experience connects you to this problem?

- What did you learn through this experience?

Section 3: Your Story (The Bridge)

6. Your Why



Why are you the one to help?

- What perspective, skill, or insight do you bring?

- What makes your approach different?



Section 4: Your Solution

7. What You Offer

Clearly describe your solution:

- I help my audience by:

- My product / service provides:



Section 4: Your Solution

8. Transformation

Help your audience envision success:

- Before working with me, my audience feels:

- After working with me, my audience experiences:



Section 5: Your Clear Message

9. Brand Story Statement

Using what you've written, craft a short brand story:

I help _____ who are struggling with
_____ by _____, so they can

Write your refined version here:



Section 5: Your Clear Message

10. Call to Connection

What is the next step you want your audience to take?

Follow / Subscribe / Join / Buy / Book / Learn More

My primary call to action: _____

Closing Encouragement

Your story matters. Your voice is needed.

When you communicate with clarity and confidence, the right people will connect with your brand.

-We are Managers of Much.

Manager
MOM
NETWORK