



BRAND STORYTELLING

CHOOSE YOUR WORDS WISELY

The words you use in your brand's storytelling have a big impact on how people perceive you. This worksheet helps you identify the right words to use (and avoid) when crafting your messaging. Defining these words and sticking to a plan is critical for consistency in your messaging and for creating a strong, cohesive brand story.

Brainstorm some of the key words and phrases you associate, or want associated, with your brand. A good place to start is to identify words that align with your brand's values, mission and product/service offering(s). Remember, the right words can make all the difference.

WORDS TO USE:

WORDS TO NEVER USE:

WORDS TO USE SPARINGLY: