

3 Steps to Creating Your Brand Story

Use this checklist to uncover, shape, and share a compelling brand story—one rooted in your foundational moments, personal testimonies, and the journey that defines your mission and message.

1. Start with Your Why

- ☐ Identify the defining moment that launched your organization.
- ☐ Reflect on the vision, pain, or calling that shaped your purpose.
- ☐ Document how that story connects to your mission today.
- ☐ Consider telling this story in a video, blog, or on your About page.

2. Make It Personal

- ☐ Gather personal stories from your team, founders, or those impacted by your work.
- ☐ Highlight testimonies that show God's faithfulness, provision, or transformation.
- ☐ Share behind-the-scenes moments to show the heart and humanity behind your brand.
- ☐ Use photos, quotes, or short stories to deepen connection.

3. Let Your Story Shape Your Brand

- ☐ Ensure your story is reflected in your mission statement and core messaging.
- ☐ Weave storytelling into marketing materials, emails, and social media posts.
- ☐ Use emotional language and real examples to draw people in.
- ☐ Align your visual identity with the tone and values of your story.

Reflection: Take a moment to reflect on the story God is writing through your organization. What trials or moments of faith have shaped your journey? How has your story set you apart in your industry or mission field? And what's one meaningful way you can share that story this month to encourage and connect with others?

Voom Creative is an award winning, Christ-centered organization that uses a strategic, faith-driven approach to grow our clients' business—while staying true to our purpose to bring honor and glory to God. **Let's connect and create a lasting, God-honoring partnership.**

"And whatsoever ye do, do it heartily, as to the Lord, and not unto men."
— Colossians 3:23