

# A Brand Storytelling Framework

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This framework helps you understand the actual problem you and your business solve for your customers—not the one you *\*think\** you solve.



01 Once upon a time, there was .....  
(your product).



02 It has the capacity to .....  
(your product's superpower).



03 Some people doubt it because .....  
(what the doubters might claim).



04 But one day, .....  
(something happens).



05 Which means .....  
(how your would-be customer now needs your product).



06 To help .....  
(the people *your customer* serves).



07 And that matters because .....  
(how your customer becomes the hero).



08 That brings together a community of .....  
(the larger market of those whom your product serves and brings together).



09 Someone gets a kiss!