

Use this Worksheet to expand your Marketing Tool Kit. Find and refine your brand or business' Origin Story by reading the short Fact Sheet, then answering the questions below.

### Fact Sheet

Potential and current clients and customers are considering your business' influence on the world now more than ever! In this highly competitive market, it's never been more important for you to know how your brand or business' attributes differentiate you from your competitors. It is just as important to know how your brand or business' offerings connect meaningfully to your client's or customer's personal and worldly concerns.

Knowing Your Origin Story is, in essence, Knowing Your "Why?" Once you have the precise verbiage, you can translate your, "Why Did I Create This Business?" into "Why You, the Client, Wants to Be a Part of It!"

### Some Outside Information Before Getting Started:

The [US Chamber of Commerce](#) defines an Origin Story as "a simple, digestible narrative explaining how your company was started. Your business's origin story might include the who, what, where, when and how of your business's beginnings. The most memorable origin stories focus on the 'why' of how the company came to be."

Data from [Sprout Social](#):

- 57% of consumers will spend more with a brand they feel connected to
- 76% will buy from them over a competitor

### Worksheet Activity

Directions: Take a moment to find a quiet place to think. Do your best to fill in each answer as completely as possible: your unique perspective is what your audience, clients, customers connect with!

1. Remember when you first began thinking about starting your business or brand. What solutions did you hope to create? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. Why were those solutions important to you? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Finding Your Brand's Origin Story  
A Core Creative Influence Writing Worksheet

Date: \_\_\_\_\_

3. What about the market left a need for your business? \_\_\_\_\_

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4. How important was it for you to be your own boss? Why? \_\_\_\_\_

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5. How does your impact, personal or professional, advance a social cause or contribute to your community? The world as a whole? \_\_\_\_\_

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6. What is your tailored, personal experience that is offered through your brand or business? \_\_\_\_\_

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7. Use the remaining space provided to tie together any language in the previous answers that:

a. Has emotional value \_\_\_\_\_

b. Demonstrates a uniqueness or differentiation from competitors \_\_\_\_\_

c. Phrases or words that come up repeatedly \_\_\_\_\_

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