

# The 20 Keys To A Brand Story



Truth



Purpose



Vision



Values



Products  
& Services



Your People



Value  
You Deliver



Name &  
Tagline



Content  
& Copy



Design



Your Actions



Customer  
Experience



Price &  
Quality



Position &  
Perception



Distribution



Location



Ubiquity Or  
Scarcity



Community



Reputation



Reaction  
& Reach