

A photograph of a window with a view of trees and a building. The window is divided into several panes. The light is warm, suggesting sunset or sunrise. In the foreground, there are several books on a table, some open and some closed. The books are scattered across the bottom of the frame.

KEPPEL LEOPARD CREATIVE PRESENTS

# How to tell your brand story.

Learn how to tell your brand story  
through your messaging & visuals.



# Hey, Katie here!

We hear and tell stories all the time: from finding out what happened at school from the kids, to recounting an exciting moment with your friends.

As humans we are hard-wired to listen and engage with stories, and it's the reason why so many big businesses use them to promote their services.

Here at Keppel Leopard Creative, telling stories is in our DNA. I come from a background of events, theatre, film & TV and telling stories though content and visuals is something I love doing.

We want to help you get an awesome professional brand that blends beautifully with your personality, so you can make more money, grow your business and leave a legacy.

Let's get started! x

# Contents

1. THE 3 A's TO TELLING YOUR STORY.
2. ASSESS
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# The 3 A's to telling your story.

Here at KLC we use a unique method to help our clients tell their stories called the 3 A's: Assess, Align and Action.

In the next few pages we'll go through each step and what you need to do to complete them so you can create an unique and engaging brand story that shows off your professionalism and personality.



# Everyone A STORY



# Assess.

We need a start point and a direction. Even if you've never worked on your story and brand every time you've posted something online, or sent an email, or left a comment, you've been creating one.

So we need to understand what that story is.

To do this, we need to first decide what story we want to tell, and who we want to tell it to - yes, we get to decide!

When you know what story you want to tell, go through everywhere where you and your business is present: social media, website, promotional material, podcasts, media coverage.

Is that story coming through? Make a note of where you need to amplify that story, or change the narrative completely.





# Assess Steps:

Define who you want to work with. Don't just define their demographics (age, gender, location) define their psychographics (needs, wants, fears, drivers).

Write down the feelings and emotions you want your dream client to have when they engage with your business.

Go through everywhere you and your business is visible: do they meet your criteria above?





# Align.

Now we know what story we want to tell, who we want to tell it to and know where we need to work on our story, we can start aligning that story with our content and visuals.

When you're aligning your brand, ALWAYS start with the content. A story wouldn't be a story if all you had was a cover with blank pages in it!

We need show where you're going and why you're doing. We also need to identify the emotions and feelings in your story: is it scary? Is it empowering? Is it comforting?

When we've written the content, we can create the visuals that represents that content: logo, patterns, imagery, fonts, website design are all part of this.





# Align Steps:

Starting with the content, establish where you started, where you are now, where you're going and why.

Define your brand by answering each of the following questions:

- How would I like my clients/people I work with to describe my business?
- How would I sound to others?
- How do my clients feel after using my service?
- What is the tangible result that I deliver to my clients?
- What makes me special?

Taking the information you have, create a vision board of the feelings and emotions you've established in your content using imagery, colours, fonts and patterns.



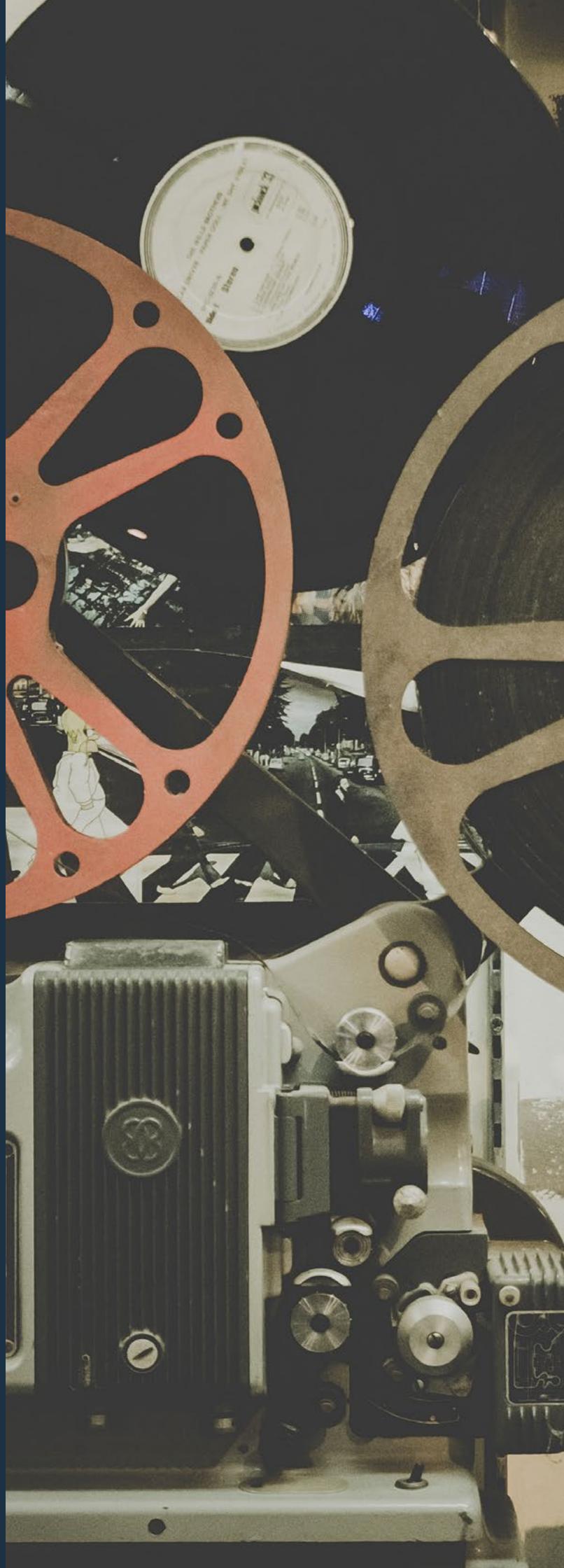


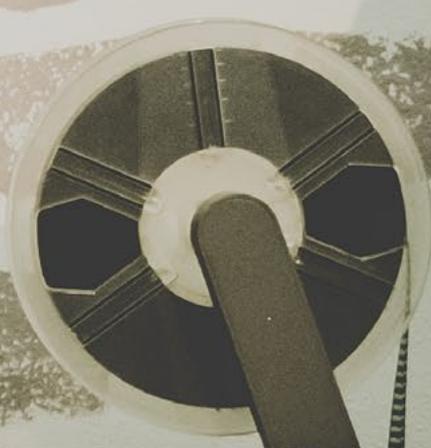
# Action.

Now that we have the story content and the visuals to go with it we need to bring it all together and, as a director would say: ACTION!

Whether you're re-branding or starting from scratch, any brand identity takes a while for your audience to learn about your story. At a minimum around 3 months.

At this step the biggest thing you need to do is stay consistent. Don't use different colours or fonts, or changing the tone of voice. This just makes it harder for your audience to hear your story.





# Action Steps:

Stay consistent! Make sure you're using the same fonts, colours, patterns and tone of voice in anything you present.

Think about your customer service and ensuring that you continue to show that story and brand in your processes.

Shout about it! Don't be afraid to show who you are. And if you need a cheerleader tag me in on IG: [@katie.w.cope](#) and I'll be right there with you!



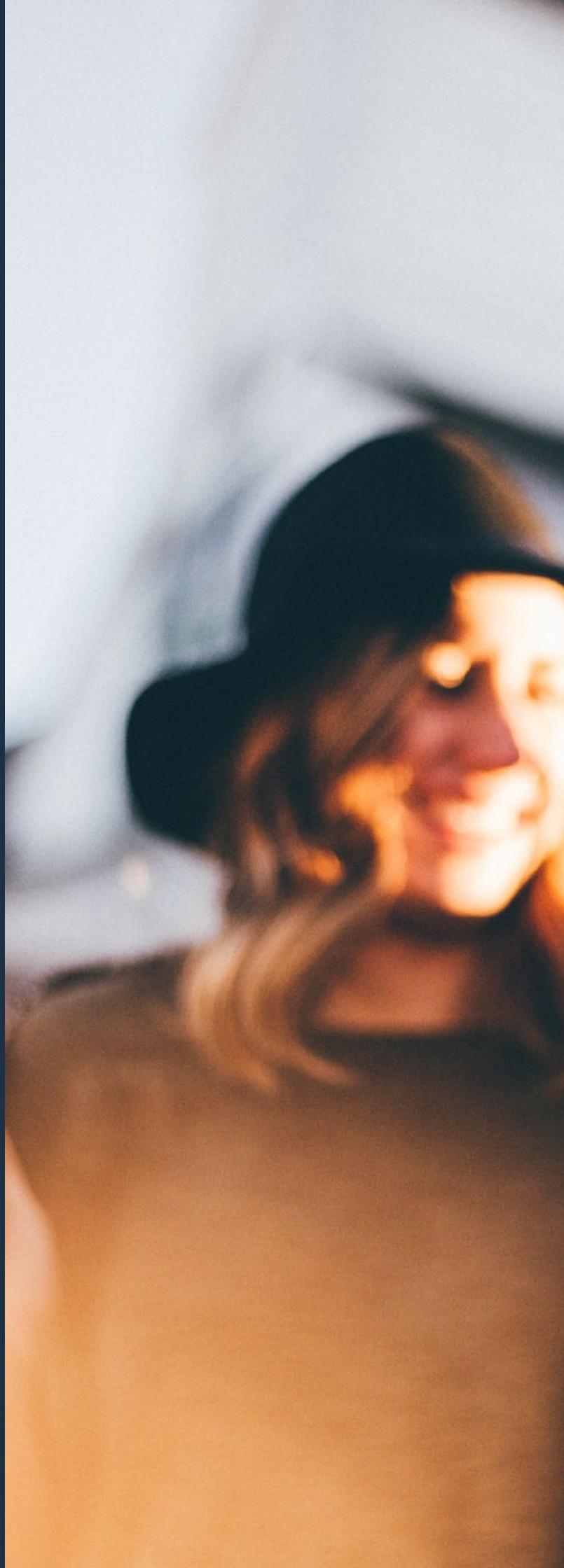


# Extra tips.

- Struggling with tone of voice? Record yourself talking about your business: how do you sound? What words do you use to describe it? Your content should sound like you're speaking.
- You CAN use your favourite colours in your brand! Coolors.co is a great website to define what those colours are (pick a maximum of 6 though!).
- Your competition doesn't exist! So stop comparing yourself to others. Instead, find your space - that's all they've done.

And if you need extra, extra tips my inbox is always open:

[hello@keppelleopardcreative.com](mailto:hello@keppelleopardcreative.com)





A photograph of a window looking out onto a scene with trees and a building. A large teal rectangle is overlaid on the center of the image, containing white text. The text provides a website and an email address. The background shows a window frame, trees, and a building under a bright sky.

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