

Binge-Worthy Business™

ORIGIN STORY CHECKLIST

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WE. DESIGN. WONDER.



Binge-Worthy Business™ **Origin Story Checklist**

■ #1

THE STORY BEGINS WITH YOUR CUSTOMER

No matter how compelling your founder's story or team may be, prospects and customers care first about whether you understand their story.

■ #2

LET STORY LEAD NOT FOLLOW

A strong brand story should shape every part of your communication, so the sooner it's defined, the better. Your brand story is not about marketing, it's about mission.

■ #3

HONEST STORYTELLING IS POWERFUL STORYTELLING

Stories work because they reflect real life—and real life isn't perfect. Brands that own their imperfections are the most powerful.



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■ #4

STORY IS ABOUT TRANSFORMATION

The bigger the transformation, the better the story. And that transformation isn't about the brand itself—it's about how your customers' lives are changed after experiencing it.

■ #5

CONSISTENCY IS KEY

When you have a story that you love, don't remix it.

■ #6

REMEMBER THE FOUR PARTS OF EVERY STORY

Every story has four parts: 1) The star has a goal. 2) The star faces an obstacle to that goal. 3) The star learns a truth that helps them overcome the obstacle. 4) Having learned that truth and overcome the obstacle, the star's life is forever transformed.

“ PLOT TWIST: NOW TRY CREATING YOUR BRAND STORY ON THE NEXT FEW PAGES! ”



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■ #7

PART 1: THE GOAL

What is your target audience's primary goal? Communicating it clearly shows your customers that your brand sees and understands them.

YOUR STORY GOAL:

1. THE GOAL

2. THE OBSTACLE

3. THE TRUTH LEARNED

4. THE TRANSFORMED LIFE



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■ #8

PART 2: THE OBSTACLE

What's keeping your target audience from reaching their goal? Clearly communicating this shows your customers that you truly understand them.

YOUR STORY OBSTACLE:

1. THE GOAL

2. THE OBSTACLE

3. THE TRUTH LEARNED

4. THE TRANSFORMED LIFE



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■ #9

PART 3: THE TRUTH LEARNED

This is where your brand meets the audience's story. The goal is to clearly show how your brand uniquely helps your target audience overcome the obstacle stated in Part 2.

YOUR STORY TRUTH LEARNED: _____

1. THE GOAL

2. THE OBSTACLE

3. THE TRUTH LEARNED

4. THE TRANSFORMED LIFE



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■ #10

PART 4: THE TRANSFORMED LIFE

The “*Life Transformed*” part of a story is the most important! So important, in fact, there’s a cool French word for it: *dénouement* (*pronounced “day-new-moe”*). It comes right after the final conflict—think “...and they lived happily ever after.” It’s essential to communicate how your customers’ lives will be changed forever having experience your brand.

YOUR STORY TRANSFORMED LIFE: _____

1. THE GOAL

2. THE OBSTACLE

3. THE TRUTH LEARNED

4. THE TRANSFORMED LIFE



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YOUR BRAND ORIGIN STORY

“ At _____ we set out to find a new way to _____ .
[Your Organization's Name] *[Your Audience's (i.e. "Star's") Goal in 2-3 Words]*

What became apparent was _____ .
[Your Audience's Obstacle]

We thought there was a better way, so we _____
[The Unique Approach to Your Work (i.e. Your Audience's "Truth Learned")]

_____ to help you _____ .
["Truth Learned" Con't] *[Describe Your Audience's "Transformed Life"]* ”

1. THE GOAL 2. THE OBSTACLE 3. THE TRUTH LEARNED 4. THE TRANSFORMED LIFE

