**Communications & Brand Foundation**

Designing Your Story and Positioning Infrastructure

**Overview:** Effectively designing your brand story (company, product, executive) is mission critical for success. Great storytelling wins industries. Great storytelling captures mindshare by uplifting and differentiating a uniquely valuable product experience through visionary but believable soundbites and product roadmaps. A strong story and strong product operate in tandem, and setting up a durable and scalable communications foundation is key to building a retentive and compounding brand experience in the minds of users, prospects, investors, talent, and the press.

This exercise is about aligning your story and product vision to create a compelling, market-grabbing narrative people can’t ignore.

The sections below should show your natural thoughts on why your company exists, what problem you’re solving, how your product’s differentiators are uniquely separated from the competition, what gets your core users/customers excited, insights on why everyday people should care about the problem you’re solving, how you are solving this problem now and how you plan to solve it over the long term, as well as who benefits from your solution today as well as the benefactors of tomorrow.

This workshop is more effective with real, unfiltered answers. We will polish them later on.

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**1 | Company & Product -** building your communications foundation.

**Problem**

* What specific problem are you currently solving in crypto?
* Why is this problem important to the broader industry? Be as specific as possible.
* Why should the average person care about this problem?

**Solution**

* How does your product solve this problem, and how is your approach to the solution different from competitors / existing options? (Please prove with stats/data/anecdotes if possible)
* How is your product *better/more performant* from what else is on the market? (Please prove with stats/data if possible)
* What are the core value props for your users/customers?

* How does your solution work under the hood? How is your stack/infrastructure differentiated?
* Can you explain the user experience from top of lead funnel to fully onboarded? What makes this UX delightful for users?
* Who is your core audience to adopt this solution, and how will they use the product?
  + Persona 1 + use cases
  + Persona 2 + use cases
  + Persona 3 + use cases

**Company Purpose & Legacy**

* [*Why*](https://www.youtube.com/watch?v=u4ZoJKF_VuA)do you exist? What long term change are you working towards accomplishing?
* Timing: Why does the market need your solution right now?
* Where do you want the company to be in 3, 5, and 10 years?
  + 3 years:
  + 5 years:
  + 10 years:
* Legacy**:** How do you want your company to be remembered, how do you as an executive want to be remembered?

**Media & Press Framing**

* What are 3-5 dream headlines for your company?
* What do you want people to think about your company when they read about your company story / product?
* What broader industry narrative do you want your company story to support?
* How do you want your company to be perceived? Be as specific as possible.

**Brand Identity**

* Personality | Who is your company, how do you behave, what are your personality traits?
* Communication Tone | How do you want to sound publicly?
* Principles | What drives your decision-making?

**Team**

* Who is building this?
* What are your/their backgrounds?
* What separates your team’s experience and capabilities from your competitors?

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**2 | Design -** aligning your look with your language.

**Guidelines:** Is there an existing brand guide in place?

**Design Inspiration:** Any references for the branding?



**Look:** What are 3 adjectives to describe the company?



**Feel:** What Kind of Personality Do You Have?



**Emotions:** How do you make your clients feel?



**Trust:** Why do your clients trust you?

**Communication:** What is your audience's "language"?



**Connection:** How do you interact with customers?



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If you have them, can you share existing materials (docs, decks, whitepapers, videos, etc) on:

* Product suite
* Competitive landscape
* Company FAQ, Product FAQ
* Use case
* Founder / team bios
* Developer docs
* Company mission, purpose story
* Founder(s) background