

# How to Create a Big Brand

*(Even On a Small Budget)*



A STORYBRAND  
RESOURCE

[STORYBRAND.COM](https://storybrand.com)

Before diving into this PDF, learn the “why” behind this exercise in one of two ways. Either:

1



Read the blog post

[Click here to start reading](#)

2



Listen to the podcast episode

[Episode #27](#)



## Takeaway #1: Create a shared affinity with your customers

What do your customers like about your brand?

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How can you lean into this in the coming year? What do you need to do more of based on what your customers enjoy about your brand?

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## Takeaway #2: Know the “North Star” of what you stand for

What words or phrases describe the “North Star” for your team or organization?

*Example: Apple would list “excellence”*

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List where you are displaying these elements in your brand materials.

*Example: Apple would include “product packaging,” as even the way they wrap their cables in an iPhone box is beautifully presented*

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*\*if you can't find North Star elements displayed anywhere for your brand, it's time to get to work!*

## Takeaway #3: Find unexpected ways to entertain

What are ways you can entertain your customers? (This can be something as simple as including fun statements or messages in your email blasts.)

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*Remember: These little moments of personality go a long way toward creating that sense of affinity with your brand. But these brand touches don't diminish the sales message. They work together to draw your customers into the email and, if anything, pay more attention to the features.*

*Most business leaders struggle to talk about what they do. At StoryBrand, we've created a communication framework that helps people clarify their message so their business starts growing again. We can help you clarify your message at [StoryBrand.com](https://StoryBrand.com)*

