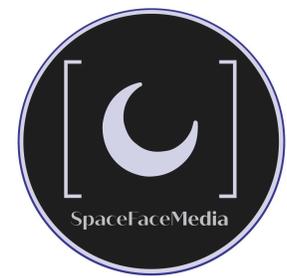


# Brand Storytelling Questions



## Building Your Narrative

### 1. **What inspired the creation of the business?**

- Share the motivation behind starting the business or product.

### 2. **What are the core values of the brand?**

- Discuss the principles and beliefs that guide the business's operations and decisions.

### 3. **What challenges were faced along the way?**

- Highlight significant obstacles and how they were overcome, showcasing resilience and determination.

### 4. **Who are the key people behind the business?**

- Introduce team members or founders and their roles, letting consumers feel connected to the faces behind the brand.

### 5. **What makes the product or service unique?**

- Explain what sets the offerings apart from competitors and how they solve customers' problems.

### 6. **What does the brand hope to achieve?**

- Share vision and aspirations for the future, inviting consumers to be part of that journey.

### 7. **How does the business give back to the community?**

- Describe any charitable activities or community involvement that reflects the business's commitment to social responsibility.

### 8. **What is the brand's relationship with its customers?**

- Talk about how the business values customer feedback and strives to build relationships.

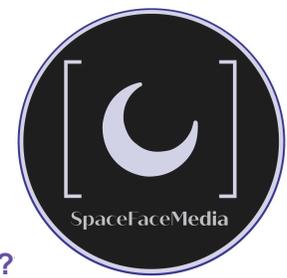
### 9. **What journey do customers go through when engaging with the brand?**

- Outline the customer experience, from discovery to purchase and beyond.

### 10. **What lessons have been learned through the journey?**

- Reflect on important insights and lessons that can resonate with the audience.

# Brand Storytelling Questions



## 1. **What is the cultural significance of the products or services offered?**

- Explain how the offerings are inspired by Native American traditions, craftsmanship, or philosophy.

## 2. **How does the business honor Indigenous heritage?**

- Share specific practices or rituals that the business observes to respect and celebrate Native American culture.

## 3. **Who are the Native American artisans or collaborators involved?**

- Introduce any Indigenous contributors, emphasizing their stories and skills in relation to the business.

## 4. **What stories or legends inspire the brand?**

- Include Native American myths, legends, or stories that resonate with the brand's mission or products.

## 5. **How does the business support Native American communities?**

- Discuss any partnerships, initiatives, or charitable efforts aimed at supporting Indigenous peoples or causes.

## 6. **What traditional practices are reflected in the production process?**

- Highlight any traditional techniques or sustainable practices used in making the products.

## 7. **How are cultural values incorporated into the brand's mission?**

- Discuss how principles like respect for nature, community, or harmony influence the business ethos.

## 8. **What educational resources are available about Native American cultures?**

- Share information or resources that promote learning about Indigenous history and culture as part of the brand's mission.

## 9. **What is the significance of any symbols or artwork used in the branding?**

- Explain the meanings behind logos, patterns, or designs that incorporate Native American symbolism.

## 10. **How does the brand encourage dialogue about Indigenous issues?**

- Offer ways for customers to engage in conversations around Native American rights, history, and culture through the business's platform.

**By addressing these questions through engaging and relatable content, businesses can create a narrative that resonates with consumers and fosters brand loyalty.**