

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.

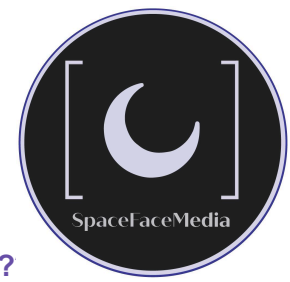
9. **What journey do customers go through when engaging with the brand?**

- 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.