



MURRAY TOURISM
PR ACCELERATOR
PUBLIC RELATIONS UPSKILLING PROGRAM

BRAND STORY FRAMEWORK

01

Take 5 minutes to write out some basic facts about you and the history of your business.

02

Now reread what you've written... highlight potential emotive or connection opportunities.

03

What challenges have you overcome in your life or business to get you where you are today?

04

How did your business get started?

05

How + where did you get the idea from?

06

Why do you do what you do? What problems do you solve?

07

What is your background? What skills do you have that others don't?

08

What is your vision?

09

What do you want to be known for?

10

What do you love about your business?