



# **CREATE YOUR BRAND STORY**

## **A STEP-BY-STEP FRAMEWORK**

Tillamook Coast Food Partners



# Welcome!

This guide is your printable companion to the Creating Your Brand Story training video created specifically for food businesses on the Tillamook Coast.

Whether you're new to marketing, or just looking to grow, this training will help you create the foundation for all other marketing activities and ultimately help your business grow.

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## STEP #1

# Journey Statement

Your Journey Statement covers your heartfelt origin story.  
Share why you started and what drives you.

### Prompts:

- I started my food business because...
- What inspired me to do this was...
- My background or experience that led me here is...
- What drives me every day is...
- My connection to the Tillamook Coast means...

## Exercise:

**Write 2-3 sentences that you could tell a customer  
about why you started.**

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## STEP #2

# Unique Position Statement

Your Unique Position Statement is your great differentiator.  
What sets you apart from all the other options?

### Prompts:

- Unlike other [food businesses/products], we...
- Our customers choose us because...
- We care deeply about... because...
- Our connection to the Tillamook Coast is...
- One thing people might not know about our food or business is...

## Exercise:

Write 1-2 sentences that answer:  
Why should people choose you?

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## STEP #3

# Quality Statement

Your Quality Statement shares the care, craftsmanship, and consistency behind your product.

### Prompts:

- We source our ingredients from...
- Each batch is... to ensure...
- We prioritize... to deliver... to our guests.
- Our commitment to... means you can enjoy...
- We create... dishes inspired by...

## Exercise:

Write 1-2 sentences describing how you ensure consistent quality.

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## STEP #4

# Customer Experience

Define how your customers feel when they interact with your brand from beginning to end.

### Prompts:

- We are a team of..., passionate about ...
- Our mission is to... so that our customers...
- When you visit us or try our product, we want you to feel...
- We are proud to support our community by...

## Exercise:

Write 1-2 sentences describing how you want your customers to feel.

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## STEP #5

# Presentation

Your presentation covers everything that goes into how your brand looks: packaging, signage, menus, digital presence.

### **Prompts:**

- The colors or styles that represent us are...
- The story we want our packaging to tell is...
- One design change I could make today to improve my presentation is...

## **Exercise:**

**Answer the questions above, and list the design change you plan to make.**

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## STEP #6

# Perceived Value

How do customers see the worth of your product? Premium, artisan, affordable? This impacts loyalty and pricing.

### **Prompts:**

- How do customers currently feel about the value?
- What parts of your story show that value?
- Does your presentation support your message?
- Is your pricing in line with the quality and experience?
- Do you have social proof to share?

## **Exercise:**

**Answer the questions above, and list 2-3 ways you can highlight and share your value.**

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# BONUS

## Quick Start Guide

Now that we've dug deep into your brand story, uncovering what makes your business truly unique, it's time to turn that story into action.

### **Share Your Story**

Share it with your employees and team to make sure they understand and can tell the story authentically. Share it with your customers and community. Whether it's in-person, on your website, or through social media, start conversations around what makes your business special.



### **Ask For Feedback**

Listen to how people respond to your story. What resonates best with people? What could be clearer? Use this to refine and adjust your brand story over time.



### **Update Your Visual Presence**

Consider refreshing your website, packaging, or even social media cover photos and profile pictures to better reflect your brand's look and feel.



### **Repeat Your Story Often**

The more you tell your brand story in marketing, conversations, and every touchpoint, the easier it is to remember, own, and live by. And the more your customers will come to know and love it.

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# Extra Notes:

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