



SERENDIPIT

## **PRSSA**

### ***Personal Brand Story Exercise***

*A brand story is a cohesive narrative that encompasses the facts and feelings that are created by your personal brand. Unlike traditional advertising, which is about showing and telling about your brand, a story must inspire an **emotional reaction**. People don't buy/connect with a product, service, or idea; they buy the story that's attached to it.*

*You are your brand and your brand is far more than a name, a logo, or a tagline; it's the stories that people tell about you.*

***Use these four prompts to get your storytelling juices flowing!***

**This, Not That:** Instead of making a list of words that you want to define you, make a list of word pairs to help define what you are not. Ex: You might want to be fun, but not childish. You could be smart, but not complicated, simple but not boring, transparent but not chatty.

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**The Personality Challenge:** Think of yourself and your personality. Think of as many traits as possible - male or female? Tech-focused or artistic? What celebrity would play you in a movie? Then, think about your relationship with a potential employer (even if just for an internship) - are you a friend, partner, just an employee or something else?

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**What's Your Reason for Being?:** To tell your story, you have to know your reason for being and be able to articulate it clearly. What is your purpose? What is important to you? What makes you different? Answering fundamental questions about why you want to work/intern at a location often reveals those vital nuggets of information about what makes you different, compelling, and interesting to others. Knowing where you've been will help you know where you're going.

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**Who Are Your Main Characters?:** Every brand story has main characters that helped it take shape. Have you been inspired by a book? Did you have a chance meeting with someone and it got you to this point? Was there an aha moment while jogging? To find the heart of your story, start by identifying all of the people (real or fictional) who have made you who you are, and use them as your cast of characters. Who's the hero, who's the villain and who are the supporting actors?

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***Sample Brand Story - Brand***

**Warby Parker was founded with a rebellious spirit and a lofty objective: to offer designer eyewear at a revolutionary price, while leading the way for socially conscious businesses.**

Every idea starts with a problem. Ours was simple: glasses are too expensive. We were students when one of us lost his glasses on a backpacking trip. The cost of replacing them was so high that he spent the first semester of grad school without them, squinting and complaining. (We don't recommend this.) The rest of us had similar experiences, and we were amazed at how hard it was to find a pair of great frames that didn't leave our wallets bare. Where were the options? It turns out there was a simple explanation. The eyewear industry is dominated by a single company that has been able to keep prices artificially high while reaping huge profits from consumers who have no other options.

We started Warby Parker to create an alternative.

By circumventing traditional channels, designing glasses in-house, and engaging with customers directly, we're able to provide higher-quality, better-looking prescription eyewear at a fraction of the going price. We believe that buying glasses should be easy and fun. It should leave you happy and good-looking, with money in your pocket.

We also believe that everyone has the right to see. Almost one billion people worldwide lack access to glasses, which means that 15% of the world's population cannot effectively learn or work. To help address this problem, Warby Parker partners with non-profits like VisionSpring to ensure that for every pair of glasses sold, a pair is distributed to someone in need.

There's nothing complicated about it. Good eyewear, good outcome.