

# BRAND STORY

*How you got here*

Good news! You already have a brand story but it may need a little refining to gain the maximum advantage. Your brand story is the summary of HOW and WHY your brand came to be, minus the fluff.

Your brand story is ideal for any long-form bio/about me. It is worth getting clear on your story as it will need to be told over the years as your brand evolves whether it be on a random story Q&A, giving a talk at a conference or at a big important business meeting.

In a sentence or two explain what first motivated you to wanting to get online and share your travel passion.

In a couple of paragraphs explain how you came up with your brand name and why it represents you and your brand.

*Congratulations! You now have a brand story.*