



5 STORIES

Become a brand people actually want in their lives by telling your story in 5 Stories. You ready?

**WHAT'S MORE THAN
MARKETING AND BIGGER
THAN BRAND? YOUR STORY**

TELL YOUR STORY IN 5 STORIES



Hiiii! I'm Amanda, founder and creator of 5 Stories. I'm so happy you're here.

I'm OBSESSED with brand storytelling and absolutely love breaking it down so it's easier for founders, business owners and marketers to get their head around.

Back in 2012, I raised some money for my fashion startup and three years later, it failed because I was telling the wrong story to the wrong people. I wasn't the only one.

This failure made me fascinated with understanding the stories that connect people to businesses.

It wasn't long before I discovered there were 5 Stories.


Over the years, I've learned that A LOT of businesses struggle to tell their story in clear, consistent, and creative ways.


So now I'm on a mission to make sure every purpose-driven business on the planet has access to my storytelling methodology. Why? Because the world really is a better place with their story in it.

Are you ready to start telling your story in 5 Stories?

Let's go!



 @amandatells5stories

 Amanda Baker

INTRODUCING THE 5 STORIES



EMPATHY STORY

THE GLUE BETWEEN YOU AND YOUR CUSTOMERS

”

Be fucking honest. Empathy isn't sympathy. Empathy is getting down and dirty with people. Empathy is saying: "I know you're scared... what can we do together to help you?"

Jane Evans
Founder of
Uninvisibility



WHAT IS THE ROLE OF THE EMPATHY STORY?

Empathy can only come to life with real customer insights. Its role is to make you and your brand human and relatable.

WHY DO YOU NEED TO TELL YOUR EMPATHY STORY?

Empathy shows that you're present, listening and really holding space for people. It's the story that shows you understand how your customer might be feeling and why. This story validates your reason to exist.



PURPOSE STORY

YOUR PURPOSE IS THE REAL WORK YOU DO

WHAT IS THE ROLE OF THE PURPOSE STORY?

It's your conscious contribution to the world, aka your why. Its role is to give your company meaning beyond product and profit.

WHY DO YOU NEED TO TELL YOUR PURPOSE STORY?

Purpose is what gives people a reason to buy into the work you do. This is the story that gives people a reason to rally around you and not your competitors.



Purpose starts with anger. If you have a proper why, you'll find your way through any 'how'.

John Lim
Founder of
District 34



ORIGIN STORY

WHO YOU ARE, WHERE YOU ARE AND WHY IT MATTERS

”

Origin Stories shape a big part of where you're heading — things always change and you have to adapt to new opportunities, but your Origin Story will always be there for you.

Will Pearson
Co-founder of
Ocean Bottle



WHAT IS THE ROLE OF THE ORIGIN STORY?

Reflect back on why you started. That's your Origin Story. It's connected to your Purpose and Empathy Story and gives you an opportunity to talk about your progress so far in a relatable, interesting way. Its role is to give people a sense of who you are and where you came from.

WHY DO YOU NEED TO TELL YOUR ORIGIN STORY?

Now, more than ever, customers need to see and connect with your journey. It's the story that highlights the impact you've made so far. Looking back at how far you've come can make you and your team feel closer when things are intense.



PRODUCT STORY

THE THING THAT ONLY YOU CAN DO

WHAT IS THE ROLE OF THE PRODUCT STORY?

This is all about what you explicitly do. It's how people will define you against your competitors. Its role is to give people a clear distinction of your product and how it benefits them.

WHY DO YOU NEED TO TELL YOUR PRODUCT STORY?

People need to easily understand how you can help them. Without it, your customers will find it hard to see how you fit into their life. It's the story that connects the problems your customers have with the solution you offer.



Ultimately, it's about approaching the problem in a positive way, with your product being part of the solution.

Harry Young
Co-founder of
Airhead



VISION STORY

THE WORLD YOU'RE BUILDING

WHAT IS THE ROLE OF THE VISION STORY?

Sharing your promise for tomorrow is powerful. It gives people a glimpse of the bigger picture and makes them feel a part of the journey with you. Its role is to keep everyone showing up and heading in the same direction.

WHY DO YOU NEED TO TELL YOUR VISION STORY?

This story is about telling people the future you're fighting for. It's the story that keeps everyone aligned internally and on the same page. Your customers need to hear this story to be inspired to join your mission and stay for the long-term.

”

It's really important to not base your Vision Story on commercials or what's going to make you money.

Farah Kabir
Co-founder of
HANX



**NOW, LET'S START TELLING
YOUR 5 STORIES?**



THE 5 STORIES

CANVAS

Start telling your story with the 5 Stories canvas.

It's designed to help you uncover the stories that people want to see, hear and connect with.

Remember: 5 Stories isn't a one time thing. It's a daily practice. It's a choice.

Are you going to show up and be seen?

Are you committed to intentionally finding the alignment between your business and your customers?

Is that a 'YES' we hear?

Thought so...

Let's get to work.



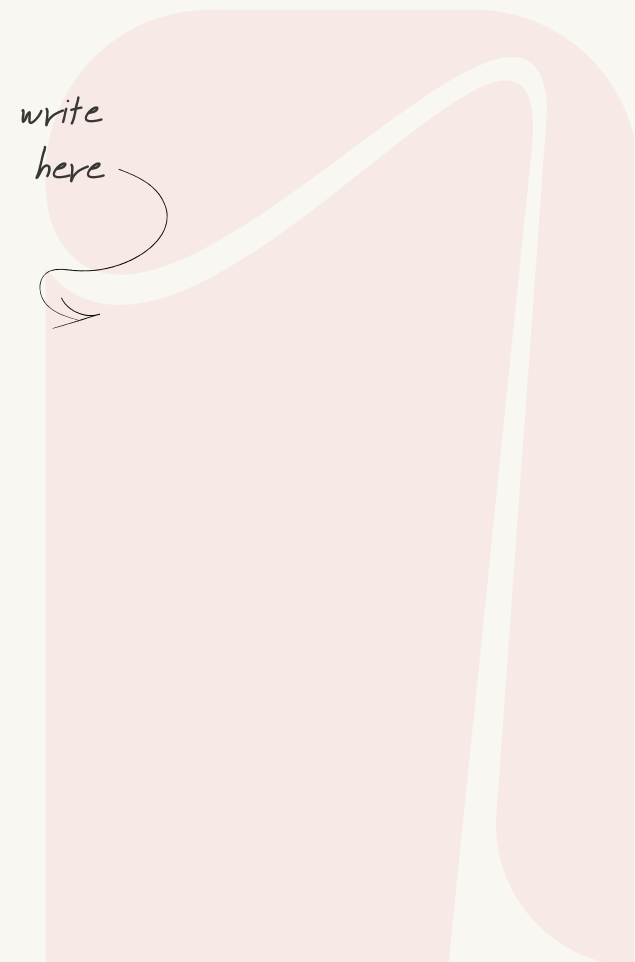
START WITH THE 5 STORIES CANVAS



1 EMPATHY STORY

SHOW YOU'RE LISTENING TO YOUR CUSTOMER'S FEELINGS, HOPES AND FEARS

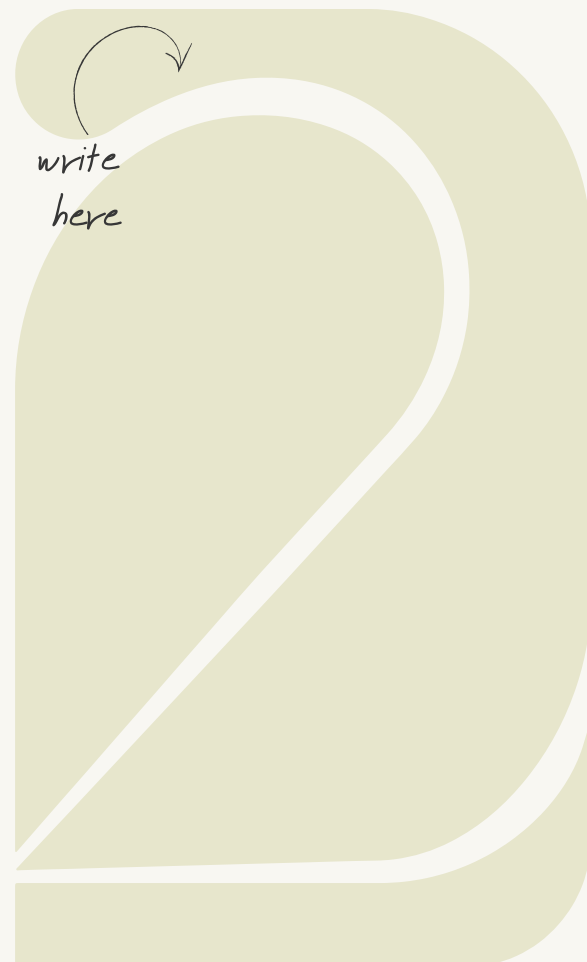
1. Who are your customers?
2. How are they feeling right now?
3. What can you do to help and support them?



2 PURPOSE STORY

DEFINE YOUR MEANING BEYOND PRODUCT AND PROFIT

1. Why does your business exist?
2. What do you believe?
3. How are you making life better for people?



3 ORIGIN STORY

GET REAL ABOUT WHY YOU STARTED AND HOW IT'S GOING

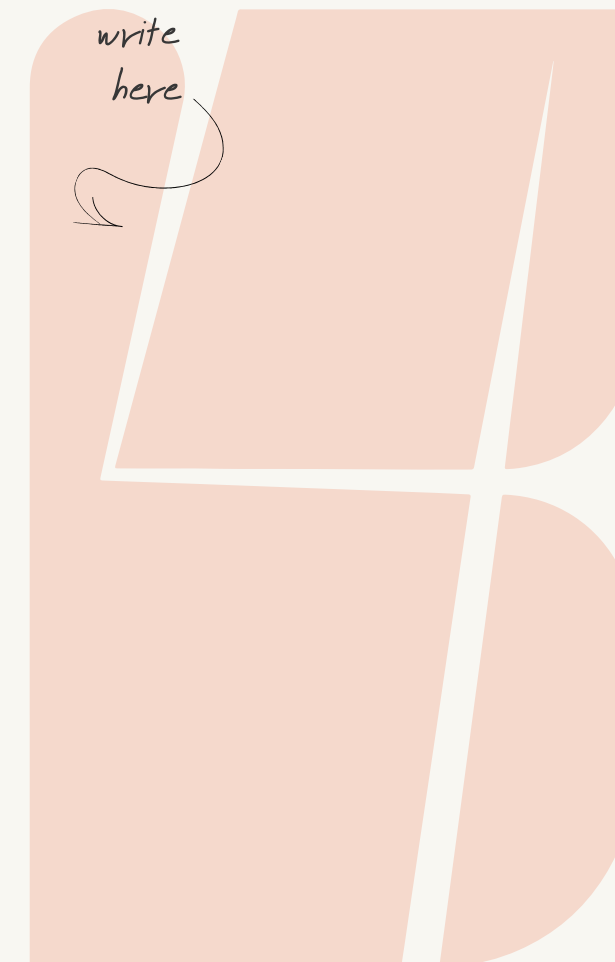
1. Why did you start your business?
2. What needed to change?
3. How is your journey going?



4 PRODUCT STORY

BE EXPLICIT ABOUT WHAT YOU DO AND HOW YOU DO IT BETTER

1. What do you do, exactly?
2. What problem are you solving for people?
3. What are you doing differently?



5 VISION STORY

GIVE PEOPLE A GLIMPSE OF HOPE SO THEY KNOW YOU'RE BUILDING A BETTER FUTURE

1. What is your vision for the future?
2. What are you asking people to rally around?
3. How will the world be better now you exist?



HOW WE CAN HELP YOU TELL



YOUR STORY

We have some services to help you tell your story better.

We're here to inspire you and show you all the stories you can't see. We'll help you stand up, bang the table and say, "I'm here. We're here. This matters".

Your product has a roadmap. Your brand deserves one too.

5 STORIES WORKSHOPS

Our 5 Stories workshops will create a space for you and your team to think and collaborate in new ways. In a series of sessions, we'll work together to uncover the stories that will connect people with your business.

5 STORIES COACHING

Once we've identified your 5 Stories, we'll work closely with your team to put them into practice. Our job is to make sure your 5 Stories becomes part of your DNA, guiding everything your business says and does, every day.

CREATIVE BRIEFING

Briefing agencies and freelancers can be hard. We'll support you with writing clear and compelling briefs that will inspire creatives to come up authentic ideas to get your story out there.

CREATIVE STORYTELLING

Our community of creative storytellers will translate your experiences, values and beliefs into well written, heart-hitting stories for all your human touchpoints.

INTERESTED IN WORKING TOGETHER?

We believe stories have more than a beginning, middle and an end.
The best stories have heart, courage and honesty, too.

We're ready to start telling your story. Are you?

 @tell5Stories

 5 Stories

 amanda@5stories.com

