

LEGACY BRAND MAP



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YOU ARE HERE

Step 1 - Planning for the Future

The first step in mapping out your legacy brand is understanding your long-term vision. To understand long-term vision, you first need to understand your purpose.

We're going to define your purpose by answering introspective questions about yourself and audience.

Print this out and fill out the guide by writing the answers.

DEFINING THE PURPOSE OF YOUR BUSINESS

1. What are you passionate about?

2. Describe the feelings you get when fulfilling your passion.



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3. Now imagine you are receiving money in exchange for pursuing your passion. Describe the way you feel giving your buyers something that is a result of your passion.

4. Now describe the way your buyers would ideally feel about themselves after they receive what you are giving to them.

5. Write down how your buyers lives' would be positively impacted by feeling the way you described above.

The impact described in number 5 is your brand purpose.

Step 2 - Set your intention for money.

1. How would you like your excess money to contribute positively to the world around you? (It should align with your core values - for example, preserving the environment, helping the homeless, etc.)

2. How exactly would you prefer to contribute to those causes? For example, do you prefer to create your own non-profit or join forces with other organizations? Will a portion of your profits go to the cause? Be specific!



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The types of causes you decide to contribute to are based on the same values shared by you and your audience. These values are what will drive your prospects and buyers to you.

3. How would the contributions you mentioned above motivate buyers, employees and partners to be loyal to your business?

4. How would loyalty from employees, buyers and partners impact your life, business and brand legacy?

Now that you're focused on motivating people to be loyal with your contributions to them, we can redirect our efforts from making money to impacting people. The more people who believe in what you're doing, the greater contribution you can make and the more people who will believe in you - the mission feeds the cycle of brand loyalty and sales.



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4. What do you need from yourself, others and your business to transition from operating as you are now to serving people with the activities you mentioned above?

From others:

From myself:

From business:

5. List the steps you can take to get from where you are now to where /who you need to be to be able to perform the activities in question 3 of this section:



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HOW'D YOU DO?

If you're struggling and need clarity to help lead yourself, schedule a 20 minute call on my calendar - no strings attached, no expectations.

Map your purpose in a free [40 minute strategy session](#)



Caitlin Thiede, CEO of StorySpeak Enterprises

Caitlin began her love affair with branding at PAREXEL, a world-leading biopharmaceutical firm based in Waltham, MA. There she joined alongside some of the world's most brilliant creatives, scientists and sales force to create C-Level content that honed the secret sauce of corporate communications and brand compliance strategy. Today Caitlin focuses on coaching heart-led entrepreneurs in progressive growth to

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develop a legacy brand that will heal the world with money.