

## Marketing & Advertising / Brand Positioning

Turn your founding story into emotional connection — with a logline, 200-word origin story, customer version, story arcs for different lengths, and “don’t tell” warnings.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Brand Storytelling, About Us Pages, Founder Messaging

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Why This Prompt Exists

Most origin stories fail because they’re corporate timelines instead of emotional narratives.

You get:

- “Founded in 2015, we started in a garage...” (boring, predictable)
- no struggle or conflict (so no emotional stakes)
- no customer version (the story doesn’t relate to them)
- story lengths that don’t work for different channels
- no guidance on what to leave out (legal or competitive issues)

But a brand story is not a chronology.

It is a hero’s journey.

- Problem: what was broken in the world?
- Insight: what did you see that others missed?
- Action: what did you do about it?
- Transformation: how is the world better now?

Without a compelling story, your brand is forgettable.

This framework forces AI to build narratives that connect emotionally.

## The Prompt

Assume the role of a brand storyteller who turns founding stories into emotional connections.

Your task is to generate a brand narrative.

Generate:

1. LOGLINE (one sentence)

The essence of your story

2. ORIGIN STORY (200 words)

Using structure: Problem → Insight → Action → Transformation

3. CUSTOMER VERSION

How the story relates to the customer's journey

4. STORY ARCS (for different lengths)

- 30 seconds (elevator pitch)
- 2 minutes (about us page)
- 5 minutes (keynote or video)

5. "DON'T TELL" WARNING

What detail to leave out (legal, competitive, or simply boring)

INPUTS:

How the Brand Started (the problem the founder saw):

[E.G., "Founder saw that small businesses were being outspent by big brands"]

Key Struggle or Turning Point:

[E.G., "They almost ran out of money in Year 2"]

The Transformation or Result:

[E.G., "Now helps 10,000+ small businesses compete"]

Founder Name (optional):

[INSERT]

Customer Success Story (optional, to include):

[INSERT]

RULES:

- The origin story must have a clear problem (not "we saw an opportunity")
- The struggle must feel real (not "we worked hard")
- The customer version must replace "we" with "you"
- Each story arc must have a different length (30 sec, 2 min, 5 min)
- The "don't tell" warning must be specific (e.g., "Don't mention the early lawsuit – it's irrelevant now")

How To Use It

- The logline is your "About Us" page headline — spend time on it.
- Use the 30-second version for networking, the 2-minute version for your website.
- The customer version is your "why this matters to you" — use it in sales emails.
- Record yourself telling the story aloud — if it feels stiff, rewrite it.

- The “don’t tell” warning protects you — believe it.

#### Example Input

**How the Brand Started:** Founder was a small business owner spending \$5k/month on Facebook Ads with no ROI — agencies were too expensive, DIY tools were too complicated.

**Key Struggle or Turning Point:** They almost shut down the business in Year 2 because ad costs were bleeding them dry.

**The Transformation or Result:** Built their own ad automation tool, turned profitable in 90 days, and launched it to help other small businesses.

**Founder Name:** Sarah Chen

**Customer Success Story:** “A bakery client went from \$0 to \$10k in monthly ad revenue using our tool.”

#### Why It Works

Most origin stories fail because they’re timelines, not narratives.

This framework improves outcomes by forcing:

- problem → insight → action → transformation structure
- customer version (makes it about them)
- multiple story lengths (channel-appropriate)
- logline (one-sentence essence)
- “don’t tell” warnings (discretion)

Great brand stories don’t tell history — they make customers see themselves in the journey.

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