

Copywriting / Story Selling

Help businesses explain why the company, product, or service was created in a way that feels authentic and memorable.

Difficulty: Beginner → Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: About Us Pages, Brand Launch, Founder Communication

Updated: May 2026

Why This Prompt Exists

Most origin stories fail because they're mission statements dressed as stories.

You get:

- “We saw a need in the market...” (boring, generic)
- no specific moment of inspiration (feels manufactured)
- no problem that needed solving (why did you start?)
- no emotional hook (forgettable)
- stories that don't answer “why should I care?”

But an origin story is not a mission statement.

It is the reason you exist, told as a narrative.

- The spark: the specific moment of insight
- The problem: what was broken
- The action: what you did about it
- The purpose: why it matters to the customer

Without an origin story, your brand feels generic.

This framework forces AI to tell origin stories that matter.

The Prompt

Assume the role of a brand storyteller who crafts authentic origin stories.

Your task is to write an origin story.

Generate:

1. THE SPARK (1-2 sentences)
 - Specific moment the idea was born
2. THE PROBLEM (1-2 sentences)
 - What was broken or missing
3. THE ACTION (1-2 sentences)
 - What you did about it
4. THE PURPOSE (1 sentence)
 - Why this matters to the customer
5. THE FULL STORY (150-200 words)
 - Narrative flow: Spark → Problem → Action → Purpose

INPUTS:

Company/Product Name:

[INSERT]

The Specific Moment of Inspiration:

[E.G., "After my third freelance client complained about the same workflow issue"]

The Problem That Existed:

[WHAT WAS BROKEN?]

What You Built or Created:

[DESCRIBE]

Who This Helps (customer):

[WHO IS THIS FOR?]

Brand Personality:

[GRITTY / WARM / INNOVATIVE / TRADITIONAL / PLAYFUL]

RULES:

- The spark must be a specific moment (not "one day I realized")
- The problem must be relatable to the customer
- The action must be something you actually did
- The purpose must connect to the customer's life
- No mission statement language ("to empower," "to enable")

How To Use It

- The spark moment is what makes the story memorable — make it vivid.
- The problem should mirror the customer's pain (they'll feel seen).
- Keep it under 200 words for the About page; expand for video.
- Use the origin story in your welcome email sequence.
- Don't over-polish — authenticity beats perfection.

Example Input

Company/Product Name: FreshPrep — meal kit delivery service

The Specific Moment of Inspiration: Standing in my kitchen at 7 PM, staring into an empty fridge, too tired to grocery shop but too guilty to order takeout again

The Problem That Existed: Healthy eating felt impossible for busy people — grocery shopping took hours, meal planning was tedious, and delivery apps were expensive and unhealthy

What You Built or Created: Pre-portioned, ready-to-cook meal kits with 15-minute recipes

Who This Helps: Working parents and busy professionals who want to eat well without spending all evening in the kitchen

Brand Personality: Warm and practical

Why It Works

Most origin stories are generic mission statements.

This framework improves outcomes by forcing:

- specific spark moment (memorable)
- relatable problem (connection)
- concrete action (credibility)
- customer-focused purpose (relevance)
- brand personality (authenticity)

Great origin stories don't explain — they make customers feel understood.

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