

Your brand isn't boring. Your storytelling is. And nobody wants to tell you that. Stay with me, because this is the part that fixes everything. Most founders think the solution is more content... but if the message isn't sharp, the content will never hit, no matter how much you post.

Van Gogh didn't change his art. The world changed its understanding of his story. And that's exactly how brands work.

Your brand isn't failing because your product is bad. It's failing because your story isn't making anyone feel anything.

Here's the truth: people don't remember features, they remember emotion. They remember the narrative, the identity, the WHY behind what you do. Most brands are drowning in content... but starving for story.

When you fix the story, everything changes. The visuals make sense. The content becomes consistent. The brand feels alive. And suddenly people start paying attention, not because you posted more, but because you finally said something that mattered.

If you feel like your brand isn't landing right now, it's not your product, it's the story behind it.

Share this with a founder who keeps blaming "the algorithm." And comment "YES BOY" if you want a reel on how to actually build a brand story people care about.