STORY
BRAND

THE
STORYBRAND
7-PART
FRAMEWORK

PARTICIPANT WORKBOOK

OVERCOME THE "CURSE OF CONFUSION"

We've got a serious problem. Most of us, whether we are salespeople, customer service representatives, marketers or even leaders, are being ignored.

The reason we are being ignored is because we are not communicating clearly.

The Problem

Every day, people are bombarded with information. Because they are being bombarded, they only listen to people (and brands) that communicate simply and clearly.

**OUR CONFUSING MESSAGES LEAD TO
ALL KINDS OF PROBLEMS:**

- Our customers don't understand exactly what we offer.
- Our salespeople can't differentiate our products in the marketplace.
- The why of our work is muddled and we aren't connected to a deeper sense of meaning.

NOT ONLY THIS BUT:

- Our message is spoken a thousand different ways.
- Word isn't spreading about what we offer.
- Customers are going to our competitors.

The Solution

The StoryBrand 7-Part Framework uses ancient storytelling principles to help you clarify your message.

Once you learn the framework, you'll be seen, heard and understood, both in your company's internal and external communication.

The Plan

HERE'S HOW THE PROCESS WORKS:

1. Learn the framework through this workshop.
2. Filter all your communication through the framework.
3. Finally get traction on all you are trying to accomplish in the marketplace.

Here's What You Get

Program Overview

This program is designed for marketers, sales professionals, managers, recruiters and organization leaders responsible for strategy as well as any professionals who use words to accomplish their goals.

Program Benefits

FOR INDIVIDUALS:
- Create effective marketing material
- Create sales scripts that work
- Lead teams effectively
- Give speeches that encourage buy-in
- Align teams around a common mission and story

FOR ORGANIZATIONS:
- Increase revenue
- Connect with customers
- Position your organization in the marketplace
- Combat confusion about organization objectives
- Align and streamline sales messaging
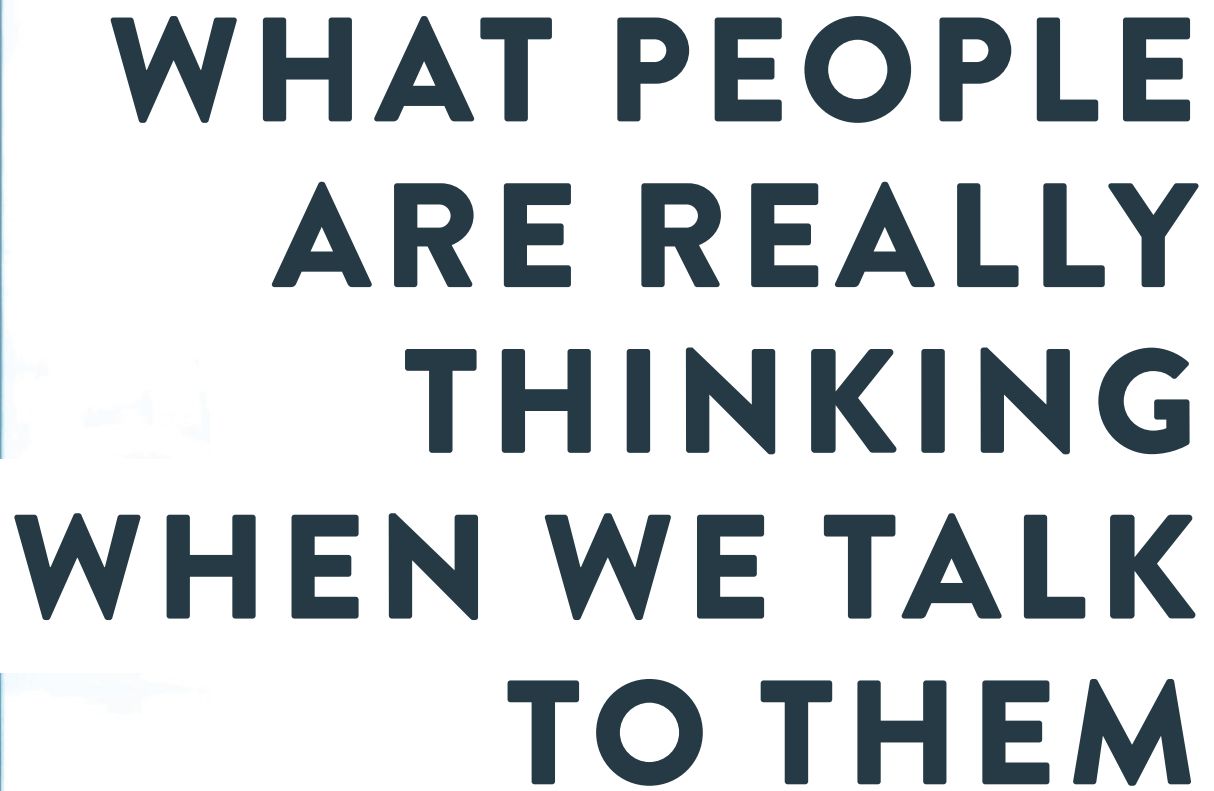
IT WILL ALSO HELP YOU:
- Decrease workplace turnover
- Inspire employees to work with a sense of meaning
- Increase team unity
- Align teams around a common story

StoryBrand will help you communicate clearly because we believe communicating clearly gives you a competitive advantage. This is true for both individuals and organizations. If you become the most simple, clear communicator, you will win.

Here's to furthering your personal career and growing your business.

Sincerely,

Donald Miller, CEO, StoryBrand

WHAT PEOPLE ARE REALLY THINKING WHEN WE TALK TO THEM

Two Things the Brain Is Always Trying to Do:

1. **Survive and Thrive:** Every person's brain is tasked with keeping them alive. This means people are always scanning their environment for information that will help them survive and thrive. People are looking for opportunities to move ahead in life by saving money, gaining status, associating with a tribe and more. The essential idea is that everybody is trying to advance their life in a positive direction.

2. **Conserve Calories:** Because it takes calories to process information, humans are designed to ignore information they don't need in order to survive and thrive. People will tune out if the information they are reading can't easily be associated with their survival.

Because the brain works this way, **we must clearly and simply communicate how we help our customers survive and thrive.**

Remember this: If you confuse, you lose!

Assessment

Why is it important for us to communicate clearly? The average person encounters more than three thousand commercial messages each day. It's getting harder and harder to get people's attention. **People are designed to ignore us, but we can get them to listen to us and respond.**

1. Is the message you are communicating helping customers understand how you can help them survive and thrive? (rate on a scale of 1 to 10)

NOT AT ALL									ABSOLUTELY
1	2	3	4	5	6	7	8	9	10

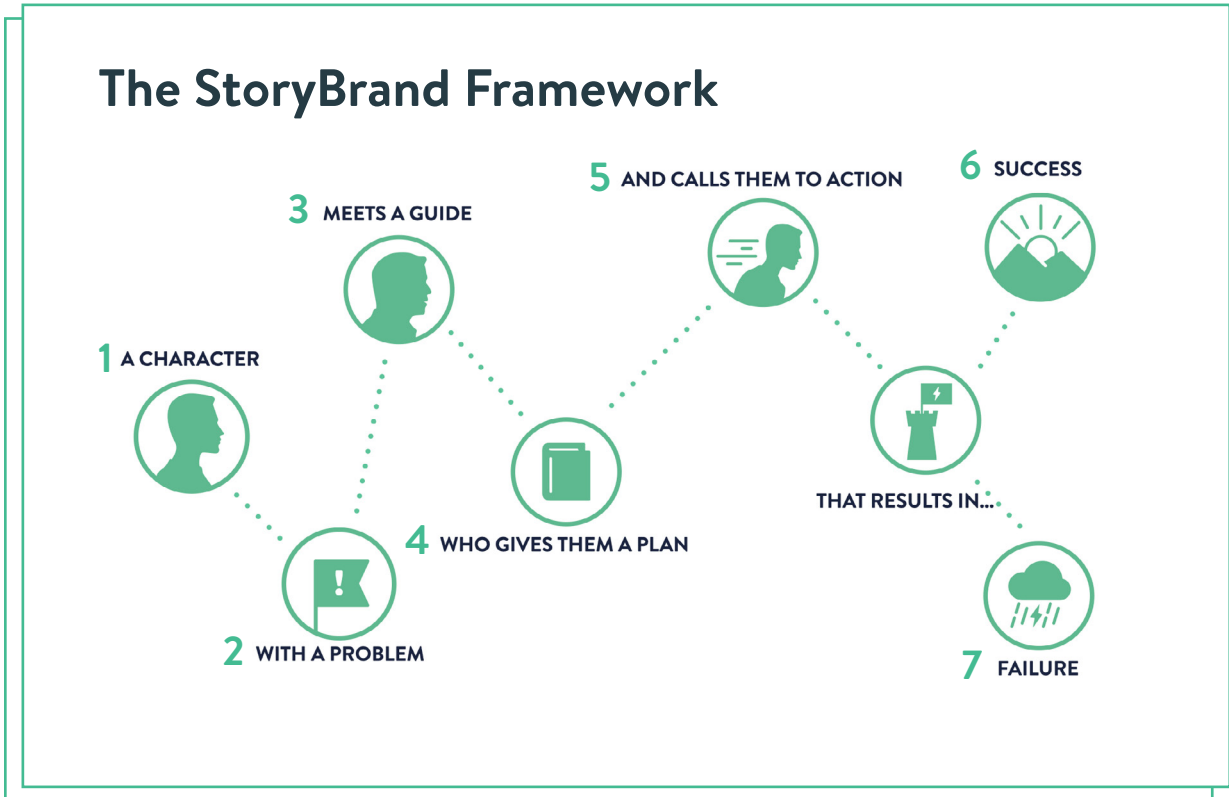2. Can your customers name the main problem your company solves if we ask them? (rate on a scale of 1 to 10)

NOT AT ALL									ABSOLUTELY
1	2	3	4	5	6	7	8	9	10

3. Is your message clear and simple? (rate on a scale of 1 to 10)

NOT AT ALL									ABSOLUTELY
1	2	3	4	5	6	7	8	9	10

Let's Identify the Solution:

Story is the most powerful tool available to compel a human brain.
Story formulas teach us how to position our products and services so
people pay attention.

The StoryBrand Framework

1 A CHARACTER

2 WITH A PROBLEM

3 MEETS A GUIDE

4 WHO GIVES THEM A PLAN

5 AND CALLS THEM TO ACTION

THAT RESULTS IN...

6 SUCCESS

7 FAILURE

A STORY MUST BE CLEAR

The key to a GREAT BrandScript is clarity. This means we must be willing to leave plenty of good stuff on the editing room floor. We cannot include everything in our message. We must make it simple and clear.

Reflection Questions

1. Have you clearly identified the problem your company solves?

WE DON'T CLEARLY THE PROBLEM WE SOLVE FOR OUR CUSTOMERS

WE HAVE CLEARLY IDENTIFIED OUR CUSTOMER'S PROBLEM

1   2   3   4   5   6   7   8   9   10

2. How often do you talk about your customer's problems?

WE DON'T REALLY TALK ABOUT OUR CUSTOMERS PROBLEMS

WE TALK ABOUT OUR CUSTOMER'S PROBLEMS CLEARLY AND IN SUCH A WAY THEY KNOW WE CAN SOLVE THOSE PROBLEMS

1   2   3   4   5   6   7   8   9   10

3. How much does your organization play the hero in the story rather than treating your customer as the hero?

WE ARE THE HERO

THEY ARE THE HERO

1   2   3   4   5   6   7   8   9   10

4. Does your customer know what's at stake if they don't do business with you?

WE HARDLY EVER EXPLAIN WHAT'S AT STAKE

WE DEFINE THE STAKES IN OUR CUSTOMERS STORY QUITE WELL

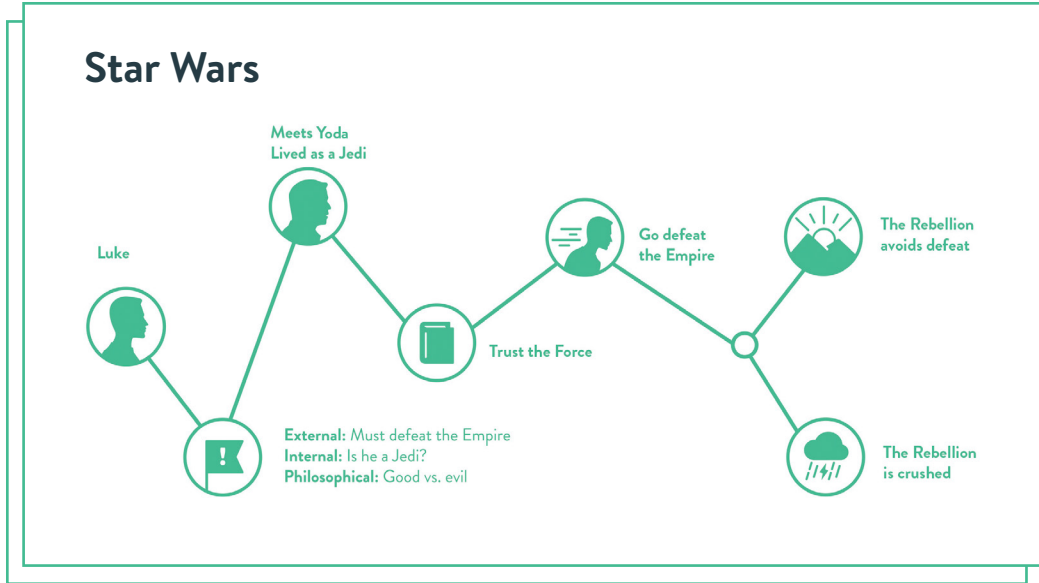1   2   3   4   5   6   7   8   9   10

Further Reflection: How Can Popular Movies Teach Us to Be Better Communicators?

Here are two popular stories laid out on the StoryBrand chart so you can see how simple and clear they are at their bones.

Hunger Games

Katniss

Meets Haymitch
He's won the Hunger Games

Has to endear the public to get sponsors

Competes

Katniss lives
District 12 rejoices

Katniss dies
District 12 is crushed

External: Must survive
Internal: Must stay good and authentic
Philosophical: Tyranny vs. democracy
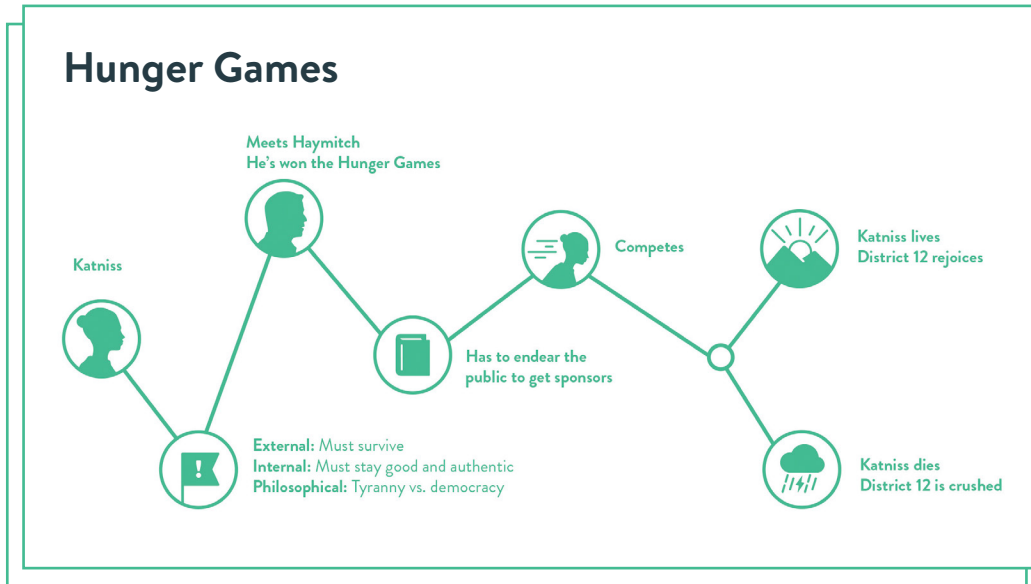
In the Hunger Games movies, Katniss is trying to survive the games and needs the help of Haymitch. Haymitch gives her confidence and a plan so she can win the games and survive.

NOTES

Star Wars

Meets Yoda
Lived as a Jedi

Luke

Go defeat the Empire

The Rebellion avoids defeat

Trust the Force

External: Must defeat the Empire
Internal: Is he a Jedi?
Philosophical: Good vs. evil

The Rebellion is crushed

Every story is about a character who wants something and has to overcome conflict to get it. Luke wants to rebel against the Empire, but he also wants to know if he has what it takes to be a Jedi. It's Yoda who gives him confidence, a plan, and training to go out and defeat the enemy. The happy ending happens when Luke destroys the Death Star.

NOTES

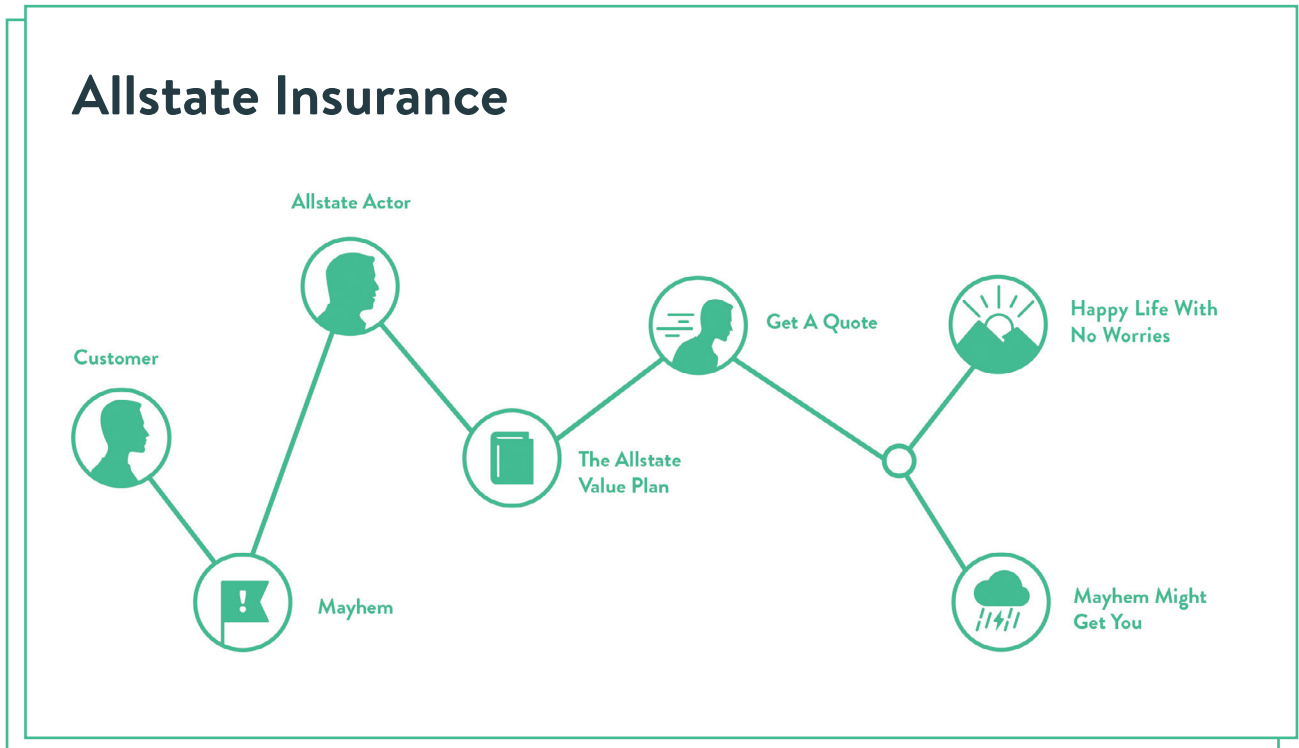# HOW DO MAJOR BRANDS USE STORY TO GROW THEIR BUSINESSES?

Objective:
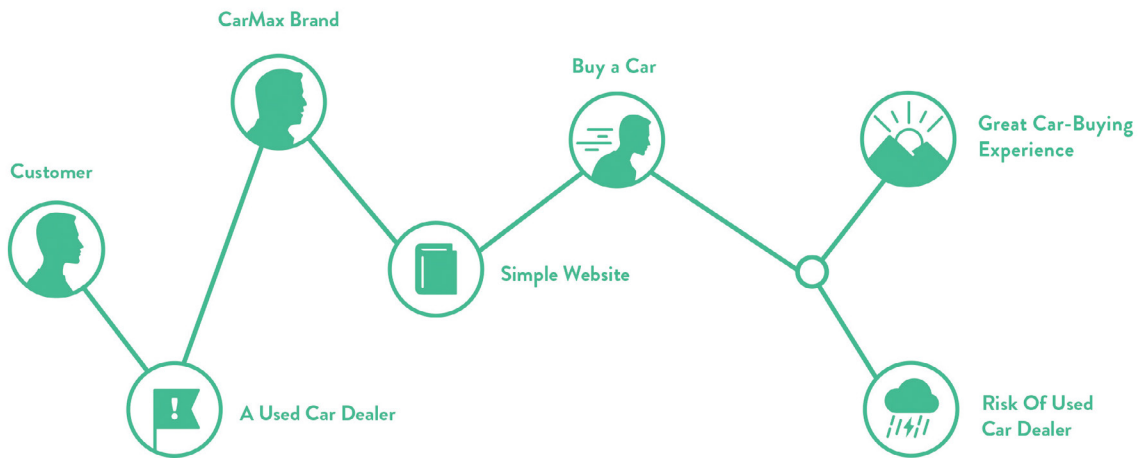Understand how successful brands use story to compel customers.

What Can We Learn From Major Brands?

Our goal in Part Two is to help you understand the many ways successful brands use story framework to communicate what they offer.

Allstate Insurance

Allstate Actor

Customer

Mayhem

The Allstate Value Plan

Get A Quote

Happy Life With No Worries

Mayhem Might Get You

NOTES

CarMax

Customer — A Used Car Dealer — CarMax Brand — Simple Website — Buy a Car — Great Car-Buying Experience / Risk Of Used Car Dealer

A CHARACTER

What do they want?

WITH A PROBLEM

External

Internal

Philosophical

MEETS A GUIDE WHO UNDERSTANDS THEIR FEAR

Empathy

Authority

AND GIVES THEM A PLAN

Summarize your plan

THAT CALLS THEM TO ACTION

Direct

Transitional

THAT RESULTS IN...

IDENTIFY TRANSFORMATION

From

To

FAILURE

Tragic Results

SUCCESS

Successful Results

STORY
BRAND

StoryBrand.com
®

7 Questions Our Customers Are Asking:

Have you positioned your brand
as the guide to the hero?

Are your calls to
action clear?

Have you explained what
their life will look like if
they do business with you?

What do your
customers want?

Have you created a
clear plan for the
hero to win the day?

What problem is your
customer experiencing?

**THE STORYBRAND
FRAMEWORK**

Have you explained the
negative consequences of not
doing business with you?

In Closing

In Part Three of the StoryBrand Framework, we'll look at each of the seven elements and come up with concrete messages you can apply in all levels of your communication. **Lets create your BrandScript now**.

During the remainder of the StoryBrand training, you will create one BrandScript. In so doing, **you will learn the framework and be able to repeat it over and over**, no matter what kind of message you are trying to build. **You can create a digital BrandScript for free at <u>mystorybrand.com</u>.**

FOR PURPOSES OF LEARNING THE FRAMEWORK, WHAT ONE PROJECT DO YOU WANT TO WORK ON?

YOUR BRANDSCRIPT

Objective:
Create new and effective messaging for your brand.

StoryBrand BrandScript Element 1:

A Character

StoryBrand Principle 1:
The customer is the hero, not your brand

Every story starts with a character. But it's only when that characters ambition is defined clearly that the story takes shape. It's true with our brand too. When we define something our customer wants they start paying attention.

All human beings desire to transform.

Brands that participate in the transformation of their customers win in the marketplace.

Associating an aspirational identity with your products will dramatically increase the perceived value of those products.

Use this section to identify your customer's aspirational identity and their primary ambition as it relates to the story you want to invite them into.

Aspirational Identity

Who does your customer want to become as it relates to your brand? (Or, how does your customer want to be perceived by others as it relates to your brand)

We know that you want to become the type of person who is described as:

BRAINSTORM

Remember, brands that participate in their customers transformation win in the marketplace.

BRANDSCRIPT DECISION

Transfer this to your BrandScript on either page 17 or at mystorybrand.com

What Do They Want?

What does your customer want as it relates to your brand? (List things potential customers might want from your brand.)

Your customers come to you because they are looking for:

Remember, brands that participate in their customers transformation win in the marketplace.

Transfer this to your BrandScript on either page 17 or at mystorybrand.com

MAJOR THOUGHT CHECKLIST

After this session, I completely understand the following revolutionary ideas:

- [ ] **Idea 1:** People want to move toward an aspirational identity.

- [ ] **Idea 2:** A story doesn't get started until you clearly define something people want.

- [ ] **Idea 3:** Stories are best when they are simple. We must be cautious of adding too much clutter to our BrandScripts.

StoryBrand BrandScript Element 2:

Has a Problem

StoryBrand Principle 2:
Companies tend to sell solutions to external problems, but customers buy solutions to internal problems.

Customers are only interested in you because they are experiencing a problem. When we identify that problem and talk about it clearly, they are drawn to us and our brand.

NOTES

A story really gets interesting when the conflict is defined.

Companies sell solutions to external problems, but customers buy solutions to internal problems.

You must talk about your customers' problems over and over.

Identify the 3 levels of problems your customers encounter: External, Internal and Philosophical.

External:

What is your customer's problem?

Remember, brands that participate in their customers transformation win in the marketplace.

BRAINSTORM

BRANDSCRIPT DECISION

Transfer this to your BrandScript on either page 17 or at mystorybrand.com

Internal:

How is your
customer's problem
making them feel?

BRANDSCRIPT DECISION

Transfer this to your BrandScript on either page 17 or at mystorybrand.com

Philosophical:

Why is this just plain
wrong?

BRANDSCRIPT DECISION

Transfer this to your BrandScript on either page 17 or at mystorybrand.com

MAJOR THOUGHT CHECKLIST

After this session, I completely understand the following revolutionary ideas:

☐ **Idea 1:** If we don't define our customer's problem, they won't know why they need us.

☐ **Idea 2:** Customers are motivated to resolve an internal problem (such as their frustration).

☐ **Idea 3:** Resolving all three levels of your customers' problems creates brand evangelists.

StoryBrand BrandScript Element 3:

Meets a Guide Who Understands Them

StoryBrand Principle 3:
Customers aren't looking for another hero, they're looking for a guide

Customers can't solve problems on their own, otherwise they'd never have gotten into trouble in the first place. The truth is, they need help. For this reason, storytellers bring in another character. We call this character the guide. The sole purpose of the guide is to help the hero win the day.

We position ourselves as the guide by doing two things: expressing empathy and demonstrating authority.

NOTES

*Never position
yourself as the hero
in your brand's story.*

*Customers are
looking for someone
who empathizes with
their problems.*

*Customers are looking
for somebody who is
competent to help them
solve their problems.*

EXPRESS EMPATHY

What statement can you make to demonstrate you care about the customer's frustration?

BRANDSCRIPT DECISION

Transfer this to your BrandScript on either page 17 or at mystorybrand.com

DEMONSTRATE AUTHORITY

What statistics, awards, accomplishments or testimonials can you use to demonstrate authority (competency)?

Remember, playing the hero in the story is the fastest way to destroy your brand.

BRAINSTORM

BRANDSCRIPT DECISION

Transfer this to your BrandScript on either page 17 or at mystorybrand.com

MAJOR THOUGHT CHECKLIST

After this session, I completely understand the following revolutionary ideas:

☐	**Idea 1:** The guide is the strongest character in the story.
☐	**Idea 2:** We connect with our customers when we empathize with our customers' problems.
☐	**Idea 3:** We connect with our customers when we demonstrate a competency to solve their problem.

StoryBrand BrandScript Element 4:

Who Gives Them a Plan

StoryBrand Principle 4:
Customers trust a guide who has a plan.

This is the first point in our customer's story in which they find themselves at risk. By making a purchase, they could lose money, time, respect or more. Instead of making a purchase, then, they are going to make excuses. Most often, they will say to themselves "This is too confusing" or "This is too hard to understand right now" and so they will put off the buying decision.

The purpose of a simple plan, then, is to help the customer know how easy it is to work with us. When we break down the price of working with us (engaging the story we are inviting them into) into simple steps, customers are less intimidated and more likely to take the first step forward.

NOTES

*A plan reduces
the perceived risk
involved in making a
purchasing decision.*

*The plan alleviates
confusion or hesitancy
about taking the next step.*

*Your plan should be simple
and easy to understand.*

What three steps can you give your customers to make doing business with you seem simple and easy?

STEP 1

STEP 2

STEP 3

Can you give this process plan a name that enhances its value? For instance, "The Valued Partner Plan" or "The Customer Satisfaction Plan."

BRAINSTORM

Remember, you should always have a plan.

BRANDSCRIPT DECISION

Transfer this to your BrandScript on either page 17 or at mystorybrand.com

MAJOR THOUGHT CHECKLIST

After this session, I completely understand the following revolutionary ideas:

☐	**Idea 1:** The key to success of any plan is to alleviate confusion or hesitancy around taking the next step.
☐	**Idea 2:** A solid plan has three (or four) simple steps.

StoryBrand BrandScript Element 5:

And Calls Them to Action

StoryBrand Principle 5:
Customers do not take action unless they are challenged to take action

Customers won't take action unless we challenge them to take action. If we don't call on our customers to engage, they will never make a purchase. This means we have to do two things: make our calls to action clear and repeat them in the same language over and over.

If we don't have the confidence to ask people to buy from us, they assume our product won't solve their problem.

Direct calls to action should be clear and compelling.

Transitional calls to action should create trust in your brand by solving a problem.

What is your direct
call to action?

Transfer this to your BrandScript on either page 17 or at mystorybrand.com

Effective transitional
calls to action:

1. Slowly on-ramp
    people

2. Position yourself as
   the guide

3. Create reciprocity

4. Stake claim to
   your territory

**Remember, your
customers will not take
action on their own. You
must tell them what you
want them to do.**

Transfer this to your BrandScript on either page 17 or at mystorybrand.com

MAJOR THOUGHT CHECKLIST

After this session, I completely understand the following revolutionary ideas:

☐	**Idea 1:** Your sales and marketing collateral should include both direct and transitional calls to action
☐	**Idea 2:** The obvious button to press on your website should be a direct call to action.
☐	**Idea 3:** Customers should never be confused about how to do business with you.

StoryBrand BrandScript Element 6:

That Helps Them Avoid Failure

StoryBrand Principle 6:
Every human being is trying to avoid
a tragic ending

People are motivated by two forces. Avoiding failure and
experiencing success. As communicators, we must define
exactly what negative consequences we are helping our
customers avoid.

We must describe what our customers will lose if they don't take action with our brand.

If you scare your customers too much, they will disengage.

Human beings are sometimes more motivated to avoid a loss than to achieve a gain.

What negative consequences will your customers experience if they don't do business with you?

Remember, if there is nothing at stake in the story, there is no story.

Transfer this to your BrandScript on either page 17 or at mystorybrand.com

MAJOR THOUGHT CHECKLIST

After this session, I completely understand the following revolutionary ideas:

☐	**Idea 1:** We have an obligation to tell the truth about what negative consequences we are helping the avoid.
☐	**Idea 2:** If your BrandScript is a recipe for a loaf of bread, failure would be the salt. You don't need too much, but you do need some.

StoryBrand BrandScript Element 7:

Ends in Success

StoryBrand Principle 7:
Customers want us to cast a vision of what their lives can look like if they use our products or services.

People want to be led to a place where their problems are resolved and they can enjoy life in a new way. Your brand must cast a vision for what your customers life can look like.

We must describe what our customers' lives could look like if they use our product or service.

Communicate through words and images that your product or service solves your customers' problems.

What good things will happen to your customers if they engage your products or services?

Remember, never assume people understand how your brand can change their lives. Tell them over and over again.

Transfer this to your BrandScript on either page 17 or at mystorybrand.com

MAJOR THOUGHT CHECKLIST

After this session, I completely understand the following revolutionary ideas:

☐ **Idea 1:** People always head toward a positive vision for their lives.

☐ **Idea 2:** If your BrandScript is a recipe for a loaf of bread, success would be the flour.

☐ **Idea 3:** Tell your customers over and over how you can help make their life better.

EXECUTION

Objective:

Apply the StoryBrand Framework to your business

The StoryBrand Checklist

CHARACTER

- Have you defined a general desire your customers share?

- Is your customer's general desire reflected in your brand materials? If so, where? If not, where can you include it? Images? Text? Testimonials?

- Have you defined why your customer's desire is good or noble?

- Have you rid your BrandScript™ of language that makes your brand seem like the hero?

- Does your company slogan reflect a "result" your customer will experience if they use your products or services?

HAS A PROBLEM

- Is your customer's internal problem reflected in your brand materials?

- Are you using too much "inside language" to define your customer's problem? Can your customers understand you?

- Are you featuring customer testimonials that talk about the problems they were experiencing that you helped them resolve?

MEETS A GUIDE

- Does your brand material include testimonials that demonstrate your ability to help customers resolve their internal and external problems?

- Have you used statistics to communicate how much experience you have?

- Are you overusing statistics and testimonials so you look more like the hero than the guide? If so, should you cut back a little?

- Do your brand materials reflect a "we've been where you are and made it out successfully" mentality to your customers?

- Are you expressing empathy for your customer's problem in your brand materials? If so, where? Are you doing it enough?

GIVES THEM A PLAN

- Have you identified how your brand is "the same but different"? Does it immediately help people understand what you do?

- Are you implementing a Process Plan? What's it called? Does it offer extreme value?

- Have you made a value agreement with your customers? Is it clear and does it establish confidence? Have you named it?

- Is there a paradigm shift you take your customers through? Is that shift simple and understandable?

- Do you have a loss leader you can offer your customers? A free PDF in exchange for an email address?

AND CALLS THEM TO ACTION

- Have you identified specific calls to action you can feature in your BrandScript™? How are they worded? Are they clear?

- Have you decided upon transitional calls to action? What are they? What do people get when they engage them?

THAT RESULTS IN SUCCESS

- Does your BrandScript™ state how a customer will feel after engaging your products and services?

- Is it clear how your customers will feel after their internal problem is solved by your products or services?

- Is your language clear enough that your entire sales team can use a line from the BrandScript™ to say how people will feel after they engage your products and services?

- Are you sure you've listed results as well as features and benefits in your BrandScript™?

- Can you include a list of each of your products and revenue streams along with a result customers will experience if they engage them? Would this help your sales team communicate why your customers should buy?

THAT RESULTS IN FAILURE

- Have you defined a general consequence that might happen to your customers if they don't engage your products or services?

- Are you overusing negative imagery or text? Remember, the tragic element is salt in a recipe. Don't leave it out, but don't use too much.

GENERAL EDITS

- Is there anything in your brand materials that won't fit into one of the seven StoryBrand elements? If so, can you remove it?

- Is there "inside language" in your BrandScript™? Can you get rid of it?

- Is each element of your BrandScript™ short and concise? Can you go back through and cut words out of it?

- Can you create a customer survey that will help you edit and refine portions of your BrandScript™?

- Do you need to change your company tag line so that it reflects a result your customer will experience?

EXECUTING YOUR BRANDSCRIPT™

- Have you completed your BrandScript™?

- Have you met with principal team members to discuss and edit your BrandScript™?

- Have you had a designer lay out your BrandScript™ so it's visually appealing and understandable?

- Have you created a keynote presentation to announce your BrandScript™?

- Have you distributed your BrandScript™ to your entire team?

- Have you delivered your BrandScript™ keynote to your entire team?

- Have you created a game to help your team understand your BrandScript™? Wheel of Fortune? Jeopardy? Have fun!

- Have you included your BrandScript™ in "new employee" packets?

- Have you featured your BrandScript™ online so those you do business with can read it?

- Have you delivered your BrandScript™ to vendors and contractors so they better know who you are?

- Have you taught your team to identify brand communication that is "off script" and encourage your team to use the term "off script" to keep brand communication clear and compelling?

Editing Your Brand Materials

YOUR WEBSITE

- Is there a direct call to action above the fold of your website?
- Are there direct calls to action on every page of your website? Are they clear?
- Is there one clear idea communicated on your website that is obvious and communicates a result?
- Is there a transitional call to action that offers something of value for free?
- Is your transitional call to action hooked to an automated follow-up email system that features direct calls to action?
- Can every word, button, and image on your website fit into one of the seven StoryBrand categories? If not, can you get rid of it?
- Are there images on your website that display how a customer will feel once their internal problem has been resolved by your products or services?
- Is there too much information on your website? Is it cluttered? Are there too many links? If so, can you trim it down?
- Have you started a blog featuring articles and information your customers might find valuable?
- On the side of your blog, are you featuring ads for your products and services?
- On your blog, are you capturing email addresses in exchange for free information?
- Is your company tag-line featured consistently on your website?

YOUR EMAIL CAMPAIGNS

- Are you capturing email addresses in exchange for free information for your customers?
- Are you emailing your clients free, valuable information with an ad for your products within the email?
- Are you emailing your customers about specials?
- Are you emailing customers when "time is running out" on specials?
- Are you emailing customers on important holidays that can be associated with your products and services?
- Are your email blasts short, to the point, clear, and compelling?

YOUR PLACE OF BUSINESS

- Is there signage in your retail space that features results people will experience if they use your products or services?

- Is there signage in your retail space that features the plan you offer your customers?

- Is there a physical demonstration of the failure you help customers avoid with your products and services?

- Have you changed over your "on hold" music to feature aspects of your BrandScript™?

- Can you feature decals on your front window with a message from your BrandScript™?

YOUR KEYNOTE

- Does your keynote explain what your customer wants?

- Does your keynote explain why your customer has good intentions?

- Does your keynote explain what your customer's internal and external problems are?

- Does your keynote help people understand your brand is a trusted guide?

- Do you express empathy for your customer in the keynote?

- Do you present yourself as an authority in your field of expertise?

- Do you present a plan to break through the customer's confusion?

- Do you call your customer to action?

- Do you talk about the consequences you help your customer avoid?

- Do you demonstrate the happy ending you will help your customer create using your products and services?

- Can you give your keynote in the form of a story about one of your customers?

- Are the images in your keynote a visual reflection of the themes?

- Have you had your keynote laid out professionally?

- Is your company tag-line featured in your keynote?

- Can you tell a story to demonstrate some of the seven story elements? If so, please do.

PROMOTIONAL VIDEO

- Have you made a video you can post online about your brand?
- Does your video identify your customer's internal and external problems?
- Does your video express empathy and understanding for your customer?
- Does your video explain why you're an authority in your field of expertise?
- Do you talk about your plan in your video?
- Does your video call your customer to action?
- Does your video talk about the negative consequences you help your customers avoid for not using your products and services?
- Does your video demonstrate the happy ending you can help your customers experience?
- Is your company tag-line featured in your keynote?
- Can you feature a brief, concise customer testimonial in your video?

YOUR STAFF

- Is your staff familiar with the BrandScript™?
- Does your staff have a line they can say that helps customers understand how you are "the same but different"?
- Can your staff explain the plan you offer your customers?
- Does your staff know the appropriate times to ask for a purchase, and are they following through?
- Is your staff introducing customers to transitional calls to action?
- Is your staff getting customer's email addresses and entering them into your database?
- Do you have uniforms? Can your corporate slogan be featured on them?
- Can each member of your staff tell a story about a former customer that ends with a positive internal and external result?

YOUR PRODUCT PACKAGING

- Does your product packaging include your company tagline?
- Can you feature a result your customer will experience on your product packaging?
- Can you feature an endorsement (with a result) on your product packaging?
- Can your plan be featured on your product packaging?

A CHARACTER

What do they want?

WITH A PROBLEM

External

Internal

Philosophical

MEETS A GUIDE WHO UNDERSTANDS THEIR FEAR

Empathy

Authority

AND GIVES THEM A PLAN

Summarize your plan

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STORY
BRAND
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A CHARACTER

What do they want?

WITH A PROBLEM

External

Internal

Philosophical

MEETS A GUIDE WHO UNDERSTANDS THEIR FEAR

Empathy

Authority

AND GIVES THEM A PLAN

Summarize your plan

THAT CALLS THEM TO ACTION

Direct

Transitional

THAT RESULTS IN...

S T O R Y
B R A N D ®

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IDENTIFY TRANSFORMATION

From

To

FAILURE

Tragic Results

SUCCESS

Successful Results

BRANDSCRIPT SCRIPT

At _____ we know that you want to be (a/an) _____
COMPANY NAME   IDENTITY TRANSFORMATION

_____ . In order to do that, you need _____ . The
                                                CHARACTER WANT

problem is _____ which makes you feel _____
           EXTERNAL PROBLEM   INTERNAL PROBLEM

_____ . We believe _____ .
                                                      PHILOSOPHICAL PROBLEM

We understand _____ which is why we _____
              EMPATHY   AUTHORITY

_____ .

Here's how we do it: 1. _____ 2. _____
                        PLAN: STEP 1   PLAN: STEP 2

_____ 3. _____ .
                   PLAN: STEP 3

So, _____ . And in the meantime, _____
    DIRECT CTA   TRANSITIONAL CTA

_____ . So you can stop _____ and instead
                                  FAILURE

_____ .
SUCCESS

BRANDSCRIPT
SCRIPT

At _____ we know that you want to be (a/an) _____
COMPANY NAME   IDENTITY TRANSFORMATION

_____ . In order to do that, you need _____ . The
                                                          CHARACTER WANT

problem is _____ which makes you feel _____
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So, _____ . And in the meantime, _____
    DIRECT CTA   TRANSITIONAL CTA
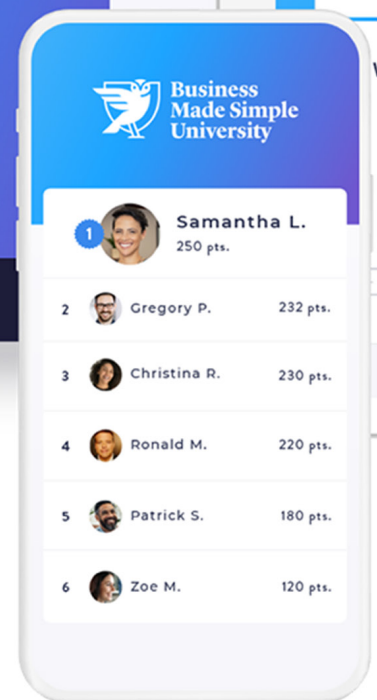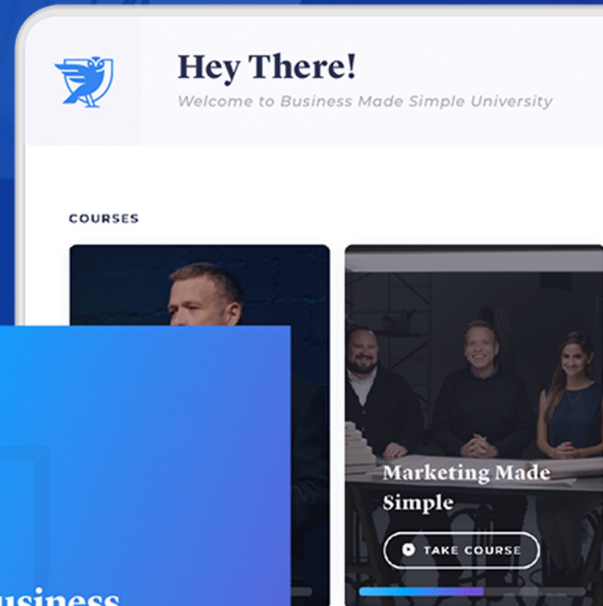
_____ . So you can stop _____ and instead
                                   FAILURE

_____ .
SUCCESS

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