

ACTION STEPS

TO CREATE YOUR OWN STORYBRAND MARKETING MESSAGE

1 TIGHTLY NARROW DOWN WHO YOU HELP AS SPECIFICALLY AS POSSIBLE

2 IDENTIFY THE EXTERNAL PROBLEM YOUR CUSTOMER IS DEALING WITH AS CLEARLY AS POSSIBLE

3 IDENTIFY THE INTERNAL PROBLEM YOUR CUSTOMER IS DEALING WITH AS CLEARLY AS POSSIBLE

4 IDENTIFY THE PHILOSOPHICAL PROBLEM YOUR CUSTOMER IS DEALING WITH AS CLEARLY AS POSSIBLE

5 IDENTIFY THE SOLUTIONS YOU ARE CURRENTLY USING (OR COULD USE) TO SOLVE YOUR CUSTOMER'S PROBLEM AS CLEARLY AS POSSIBLE.

6 WRITE OUT STATEMENTS YOU CAN USE TO DEMONSTRATE EMPATHY FOR YOUR CUSTOMERS AND THE EXTERNAL, INTERNAL & PHILOSOPHICAL PROBLEMS THEY ARE TRYING TO SOLVE.

7 WRITE OUT THE WAYS YOU CAN ESTABLISH YOUR POSITION AS THE GUIDE BY DEMONSTRATING AUTHORITY TO SOLVE YOUR CUSTOMER'S PROBLEMS

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8

WRITE OUT THE THREE BIG STEPS IN YOUR PLAN

9

DETERMINE A STRONG AND CONCISE CALL TO ACTION FOR YOUR WEBSITE

10

CREATE A LEAD GENERATOR FOR YOUR PROSPECTIVE CUSTOMERS

11

DIRECT CUSTOMERS TO YOUR LEAD GENERATOR WITH A TCTA

12

WRITE OUT WHAT SUCCESS LOOKS LIKE FOR YOUR CUSTOMER

13

WRITE OUT WHAT FAILURE LOOKS LIKE FOR YOUR CUSTOMER

14

WRITE OUT THE TRANSFORMATION THAT YOUR CUSTOMER CAN EXPERIENCE BY USING YOUR PRODUCT OR SERVICE & WRITE OUT THEIR TRANSFORMATIONAL IDENTITY