

BUILDING A STORY BRAND by Donald Miller

BUSINESS NAME:

WHO IS THE HERO OF YOUR COMPANY & WHAT DO THEY WANT?

WHAT PROBLEMS ARE WE SOLVING FOR OUR CHARACTERS?

villain:
external:
internal:
philisopical:

THEY MEET A GUIDE (YOUR BUSINESS)

empathy:
authority:

THE PROCESS PLAN:

- 1.
- 2.
- 3.

THE AGREEMENT PLAN:

CALLS TO ACTION:

Direct:
Transitional:

WHAT WE HELP THEM AVOID:

ANSWERS THESE ? ABOUT YOUR HERO BEFORE THEY MEET YOUR BUSINESS.

What do they have?
How are they feeling?
What is an average day like?
What is their status?

NOW ANSWER HOW WE GIVE THEM A HAPPY ENDING.

Now what do they have?
Now how are they feeling?
What is an average day like now?
What is their status now?

WHAT DOES THEIR LIFE LOOK LIKE USING OUR PRODUCTS OR SERVICES?

CHARACTER TRANSFORMATION: WHO WERE THEY BEFORE AND AFTER:

before:

after:

NOTES:

A ROADMAP TO IMPLEMENTING OUR STORY BRAND

FIRST THINGS FIRST: AUDIT YOUR WEBSITE

1. An offer Above The Fold:
2. Obvious Calls To Action:
3. Images Of Success:
4. Bite Size Breakdown Of Revenue Streams:
5. Very Few Words:

STEP 1: CREATE YOUR ONE LINER

1. The Character:
2. The Problem:
3. The Plan:
4. The Success:

NOW WRITE IT OUT!

STEP 2: CREATE A LEAD GENERATOR & COLLECT EMAILS

Newsletters = Spam. Instead try your transitional call to action here. What is it?

1. Provide enormous value to your client.
2. Prove that you are an authority.

STEP 3: CREATE AN AUTOMATED DRIP CAMPAIGN

Email #1: Nurturing Email
 Email #2: Nurturing Email
 Email #3: Nurturing Email
 Email #4: Sales & Call To Action Email

STEP 4: COLLECT & TELL STORIES OF TRANSFORMATIONS

1. Showcase your value.
2. What results you get your clients.
3. The experience that people had working with you.

STEP 5: CREATE A SYSTEM THAT GENERATES REFERRALS

1. Identify your existing & ideal clients
2. Give clients a reason to spread the word
3. Offer a reward!