Brand Story

Client Name:

Date:

This worksheet has been developed based on Donald Miller’s “Building A Story Brand” and the SB7 framework described inside of the book.

# A Character

Your customer is the hero of your story. What do they want as it relates to your product or service?

|  |
| --- |
|  |

# Has a Problem

**VILLAIN**

Is there a root cause of your customers' problems? Can you personify this root cause as a villain? What is the villain in your customer's story?

|  |
| --- |
|  |

**EXTERNAL**

What is a problem your customers deal with as it relates to your product or service?

|  |
| --- |
|  |

**INTERNAL**

How is this villain making your customers feel?

|  |
| --- |
|  |

**PHILOSOPHICAL**

Why is it "just plain wrong" for your customers to be burdened by this problem?

|  |
| --- |
|  |

# 

# And Meets a Guide

**EMPATHY**

What brief statement can you make that expresses empathy and understanding?

|  |
| --- |
|  |

**AUTHORITY**

How can you demonstrate competency in solving your customer's problem?

|  |
| --- |
|  |

# 

# Who Gives Them a Plan

**PROCESS**

Are there 3 or 4 steps your customers can take that would lead them to a sale or explain how they would use your product after the sale?

|  |
| --- |
|  |

**AGREEMENT**

List the agreements you can make with your customers to alleviate their fears of doing business with you.

|  |
| --- |
|  |

# 

# And Calls Them to Action

**DIRECT**

What is your direct call to action?

|  |
| --- |
| Come and experience the warmth of human connection. |

**TRANSITIONAL**

What transitional calls to action will you use to on-ramp customers?

|  |
| --- |
|  |

# That ends in a Success

List the positive changes your customers will experience if they use your product or service.

|  |
| --- |
|  |

# 

# That Helps them Avoid Failure

List the negative consequences your customers will experience if they don't use your product or service.

|  |
| --- |
|  |

# Character Transformation

**FROM**

How was your customer feeling about themselves before they used your product or service?

|  |
| --- |
|  |

**TO**

Who will your customer become after they use your product or service? What is their aspirational identity?

|  |
| --- |
|  |