

Story Branding: How to Build Your Brand And Get More Clients One Story At A Time

By

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Introduction

Welcome to the “[Build Your Brand One Story At A Time](#).” I’m happy that you signed up and I’m excited that we will be working together. By the end of our time together, you will have a template and system for telling your story to connect with clients. You will have your 3 core branding stories ready so you can connect with your prospects just about anywhere! You will know exactly where to use them and how.

Here’s how the program works.

1) You are invited to ask one coaching question for each session. Please email me each session question BEFORE turning in that day’s assignment. I’d like to help you as much as possible, so be sure to use the coaching question each day. Email me directly at my special email for private clients: GoodwinPrivate@gmail.com. Please include Story Course in the subject line, along with the day. For example, a question about your assignment for Day 2 will be Opt-In – Day 2 in the subject line.

2) You can expect to hear back from me within 24 hours Monday-Thursday, usually before NOON. I don’t coach on weekends (Friday-Sunday) and anything received during that time will be answered on Monday. For legal US holidays (Christmas, Thanksgiving, Fourth of July), I’ll answer the next day.

3) Please take no more than 48 hours to complete each session. If you feel that you need more than the allotted time, please email me for an extension.

➔ The feedback option is available to you only for the 3 weeks after you purchase the course. I have many students and clients and I can’t give you quality feedback if there’s a long delay between assignments. Besides, I want you to complete the course so you will gain the full benefit!

AND there’s a reward: When you complete the course in 3 weeks, you will get a \$97 gift certificate that you can apply to a Marketing Strategy Consultation (or any other project with a minimum value of \$297. That way we can discuss your whole strategy and decide what you need.

See <http://mycopy.info/storycc> for details.

4) Each day’s curriculum is a maximum of two pages in length.

The main purpose of our sessions is to show you exactly how to create your own marketing content by telling stories. I’ll give you one-to-one feedback and inspiration as you go through the program. We will go through these 5 steps in detail.

S –STORY: Essential components of a story – building blocks for future stories

T - TRIUMPH STORY – How does your business work? Use these stories for your elevator speech, and website.

O – ORIGIN STORY – Build connection with your own story – how marketers brand themselves with their stories.

R - REFRAME STORY– Your concept translated into a story your clients can understand

Y - YOUR BUSINESS – how to use these stories to promote yourself and your business

Preface: Why Stories Are Important

Who doesn't love a good story? Every culture has a tradition of storytelling, going back thousands of years.

It's no secret: mysteries and suspense novels sell millions of copies because they tell a good tale. You keep turning the pages to find out, "What next?"

Additionally, as you write your story, you get closer to your own material. It's one reason that story-telling is woven into therapeutic and self-help programs. In their book *On Willpower*, Baumeister and Tierney write (p 177):

"To novices, AA meetings can seem pointless because most of the speakers just take turns telling their own stories instead of responding to others and offering advice. But the act of telling a story forces you to organize your thoughts, monitor your behavior and discuss goals for the future."

Stories have two purposes. You can hold up a mirror your prospects wrecognize themselves. Alternatively, you hold up a lens so you influence the way they understand you and your own expertise.

Your first story encourages prospects to hold up a mirror so they see themselves enjoying your service and finding success. Your second two stories will help prospects understand who you are and what you offer.

Finally we will talk about how to use these stories to create and promote your unique brand, whether you are speaking to a group or writing a blog post.



DAY 1 - STORY Ingredients

Today's lesson introduces you to the key element of storytelling for marketing. Once you get comfortable with these elements, you can tell an infinite number of stories –all kinds.

6 ingredients of a successful story

The purpose: What is the message of your story? What is the lesson or moral? Why are you telling your story? For instance:

“Anyone can do this.”

“Here's how I achieved success – the steps I'll be teaching you.”

“Here's a story that will tell you something about me as a person and business owner.”

The hero: Your hero is someone your audience can identify with. If you're the hero, you need to present yourself as someone the audience will like – but someone who, like them, is flawed.

You don't have to be the hero. For instance:

... you just don't have a great story or maybe a story at all. What if you're a great cardiologist who never had a heart attack?

... you're a coach, not a player. You coach teams to championships but you were a bench player with limited minutes.

... you can't afford the risk of telling your story. The details might embarrass your family. Your lawyer and accountant advise you to keep quiet.

I'm in this category myself. I'm a coach rather than a player. I don't always share the details of my life. When I started my business with a career site, I soon realized I was too much of a maverick. Nobody would relate to my story!

Yet I was (and still am) very successful in helping clients deal with tough career choices.

So what are we non-heros to do? Do we give up on stories?

Some people actually make up stories. “Dorothy” claims she was going bankrupt three years ago. Alas, I remember Dorothy. I looked back in my emails and confirmed my memories: she was doing very well. She’d just sold a business for a sizeable sum. One of her big-ticket products was selling from a sales page, week after week.

Dorothy loses credibility every time she shares her pseudo-journey.

You can have more than one hero. For instance, you may want to show two different ways to reach a goal.

You can have a hero and an anti-hero. You may have heard the classic ad – the Wall Street Journal story. Essentially, two men started in jobs the same day. Twenty years later, one is a CEO and the other is stuck in a mediocre job. The difference? One, of course, read the WSJ.

Your question: What qualities does the hero need in YOUR market to establish rapport with your audience? If you’re working with conscious entrepreneurs, you’re hero will be different than if you work with hard-hitting sales-oriented business owners.

The quest: Your hero has a goal or a problem. She may want to grow a bigger business. He may want to find a new career. This goal relates to problems you solve.

The key here is what your hero – i.e., your client – wants. If you’re a health coach, your client seeks freedom from certain symptoms, significant weight loss or more energy.

➔ Your program may address only one part of the quest. If you’re a career coach, your hero may be focusing on interviews, not the job itself. If you’re a business coach, your hero might seek speaking or networking opportunities.

Your question: What will this journey look like to your prospects? Does it feel like walking through a scary forest? Flying across an ocean? Or just making a phone call? Will the journey take minutes, days, weeks or even years?

The obstacle: What has your hero done so far? What's not working?

Typically your client will have tried many things already, and that's the basis for your hero's frustration. For instance:

... he sent out a thousand resumes with no invitations to interview.

... she's worked with 3 coaches and her business is still failing

... she's tried 4

Your question: What obstacles do your clients face?

Your introduction: How does the hero find the solution?

Often this sequence is the biggest hole in the story. If the hero stumbles across a guide or a fairy godmother appears, that's not plausible. It's not a step the client can relate to.

One technique is to say something like, "Jane's BFF Mary suggested she hire a marketing coach. Jane resisted at first, because ..."

Your question: How does the solution enter the story?

Your process: What do you do to change things for the hero or heroine?

This question isn't as simple as it appears. Typically, most business storytellers refer to the solution without a great deal of detail.

"Jane's marketing coach taught her a simple 3-step process..."

"Sam learned how to use LinkedIn to get interviews."

"Sally realized she didn't have a foundation for her business, so she was wasting time on tactics like social media and teleseminars."

You don't need to share the details but you do need to show that the solution is something specific that can be replicated.

The outcome: What will the hero's life look like at the end of the journey – richer, better relationships, more time?

Your question: What kinds of outcomes will be exciting for your own clients? Think about the feelings as well as the specifics.

What kind of story will resonate with your market?

Just about anyone on the planet will love stories. But not everyone loves all stories. Think about it: do you like all kinds of movies? Personally I avoid horror movies and seek out documentaries. I can't handle scary stuff. But I know many people who are just the opposite.

When choosing stories for your market, think of the unspoken question you need to answer as well as the tone. Generally you will need to be upbeat but you'll need to adjust the nuances: if you're targeting cancer patients you'll need a different tone from someone who's promoting wardrobe consulting or wedding planning.

Rather than focusing on the subject of your story, think about the purpose of your story. You need to answer unspoken questions, such as:

“Is there hope for me?” Let's say you are a relationship coach. Your clients have given up on finding good dates, let alone marriage. They think the situation is hopeless.

“Where are you coming from?” These clients want to know that you will understand them, not be judgmental and go the extra mile. They don't necessarily want biography.

“Can ordinary people do this?” Here's where you show that ordinary people can accomplish what you want to do. For instance, one marketer shows how she helped home-schooled children get accepted to top universities with scholarships. These stories contribute extensively to your brand image.

“Just what exactly will I get from working with you?” When your service is new and/or complex, your clients need to understand the value of what they’re getting as well as what they’ll be asked to do. What will be the before-and-after stories?

=> Here’s the key: once you realize what questions you’re answering, you can choose a story that fits. You may or may not choose to use your personal story.

Today’s assignment:

(1) Answer the 7 questions associated with the parts of the story. Keep your answers in a safe place as you can use them for every story. If you have multiple markets you’ll have multiple answers.

(2) What message do you want to communicate to your target market? This message can become the core of your brand, as we will see on Day 5.

For example:

“If I can do it, anyone can do it.”

“If you genuinely feel passion for your business, you will be successful.”

“Career change comes through serendipity.” (That’s one of mine.)

“Just a few ideas from a licensed financial planner can save you a lot of money.”