

Clarifying Your Marketing



Every leader wants to tell a great story with their organization's brand. However, many people are so close to their company's product or service, that they aren't sure where to start. Use the StoryBrand framework to help you clarify your message, and inspire others to engage your brand. The following is a brief summary of key principles to remember and apply:

The 7 Basic Elements of Story

Stories use formulas to compel the brain. Storytellers have been using these formulas for centuries. They're proven and they work. Here are the seven common elements to help you filter your story:



Questions Your Marketing Must Answer

1. What do our customers want?
2. What are our customer's problems?
3. Have we positioned our brand as the guide to the hero?
4. Have we created a clear plan for the hero to win the day?
5. Are our calls to action clear?
6. Have we identified the consequences we are helping our hero avoid?
7. Have we helped our hero imagine how we can improve their lives?

The One-Line Story Formula:

"A lot of people struggle with The Problem . We The Solution
so they The Result ."