



# Master Your Message

A session to help businesses find the right words to:

- *Attract better customers*
- *Close more sales*
- *Communicate with excellence*



Facilitated by Jonny Holsten

**STORY**

**BRAND**

®

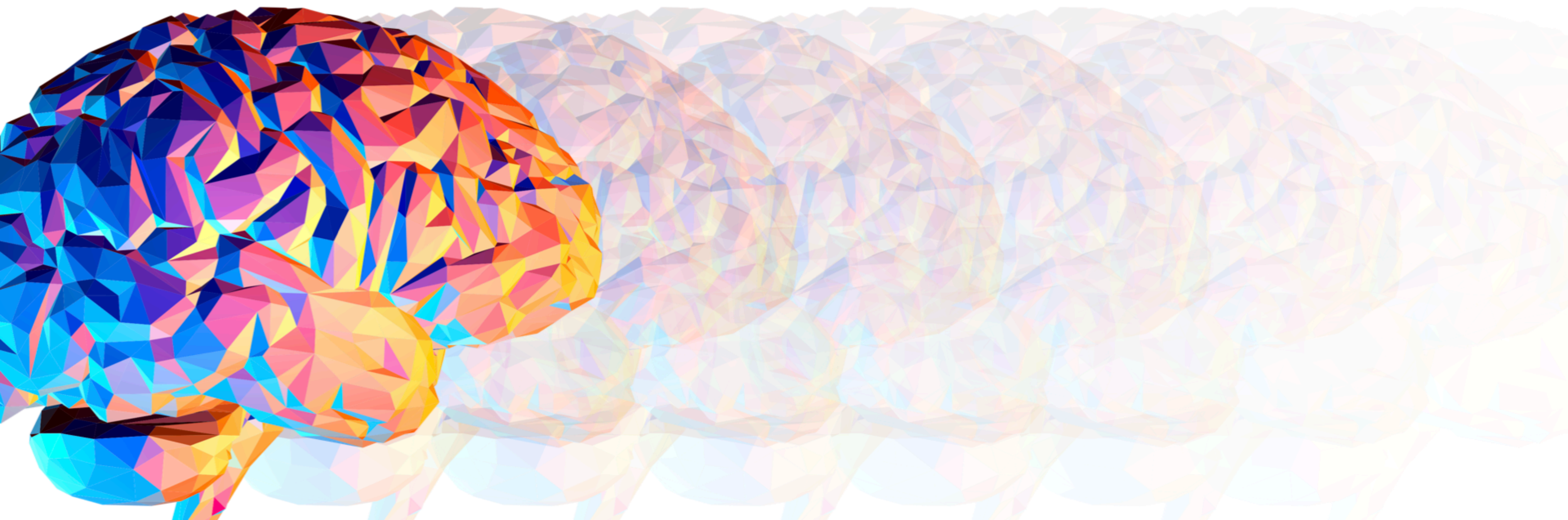


- 1. Survive and Thrive**
- 2. Conserve Calories**

**Is your brand consistently and clearly  
talking about these things?**

**How can we use the power of storytelling to  
grow our business?**

**Stories make sense.**





**How Does a Story Work?**

**A CHARACTER**



**How Does a Story Work?**



# StoryBrand Marketing Principle



When you agitate a customer's desire, they enter into the story your brand is telling.

**A CHARACTER**



**WITH A PROBLEM**



**How Does a Story Work?**



# StoryBrand Marketing Principle

## 2

If you stop talking about your customers' problems, they stop paying attention to your brand.

**MEETS A GUIDE**



**A CHARACTER**



**WITH A PROBLEM**



**How Does a Story Work?**

**StoryBrand  
Marketing  
Principle**

**3**

Your customer is the hero of the story, not your brand.

# How Does a Story Work?

**A CHARACTER**



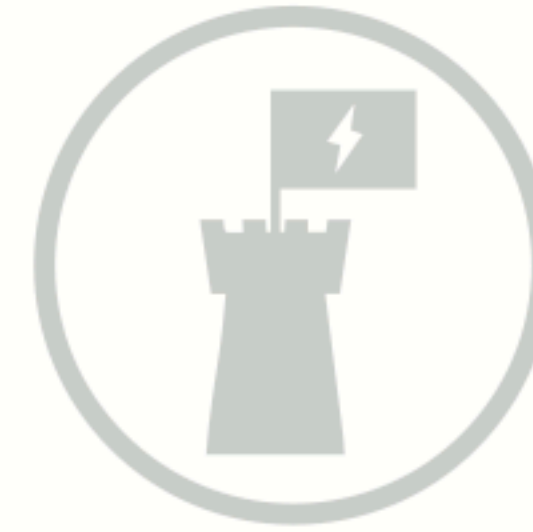
**MEETS A GUIDE**



**WHO GIVES THEM A PLAN**



**WITH A PROBLEM**



**StoryBrand  
Marketing  
Principle**

**4**

Your customer needs an easy, step-by-step plan to move forward, or they won't move at all.

**A CHARACTER**



**MEETS A GUIDE**



**AND CALLS THEM TO ACTION**



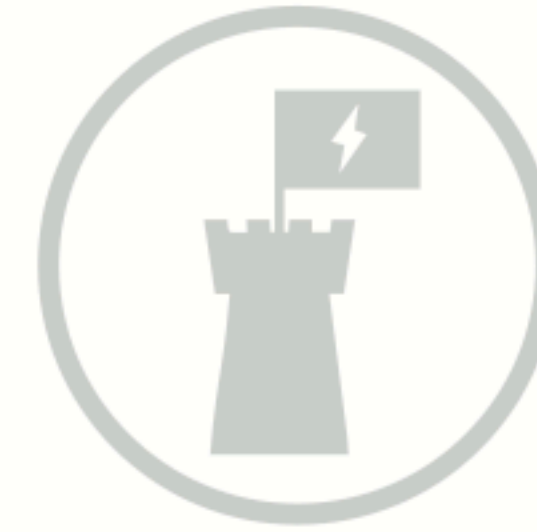
**WHO GIVES THEM A PLAN**



**WITH A PROBLEM**



**How Does a Story Work?**





**StoryBrand  
Marketing  
Principle**

**5**

Unless you clearly call people to take action, they won't take action.

**A CHARACTER**



**MEETS A GUIDE**



**AND CALLS THEM TO ACTION**



**SUCCESS**



**THAT RESULTS IN...**



**WHO GIVES THEM A PLAN**



**WITH A PROBLEM**



**How Does a Story Work?**



**StoryBrand  
Marketing  
Principle**

**6**

Customers want us to cast a vision of what their lives can look like if they use our products or services.

**A CHARACTER**



**MEETS A GUIDE**



**AND CALLS THEM TO ACTION**



**SUCCESS**



**THAT RESULTS IN...**



**WHO GIVES THEM A PLAN**



**WITH A PROBLEM**



**How Does a Story Work?**

**FAILURE**



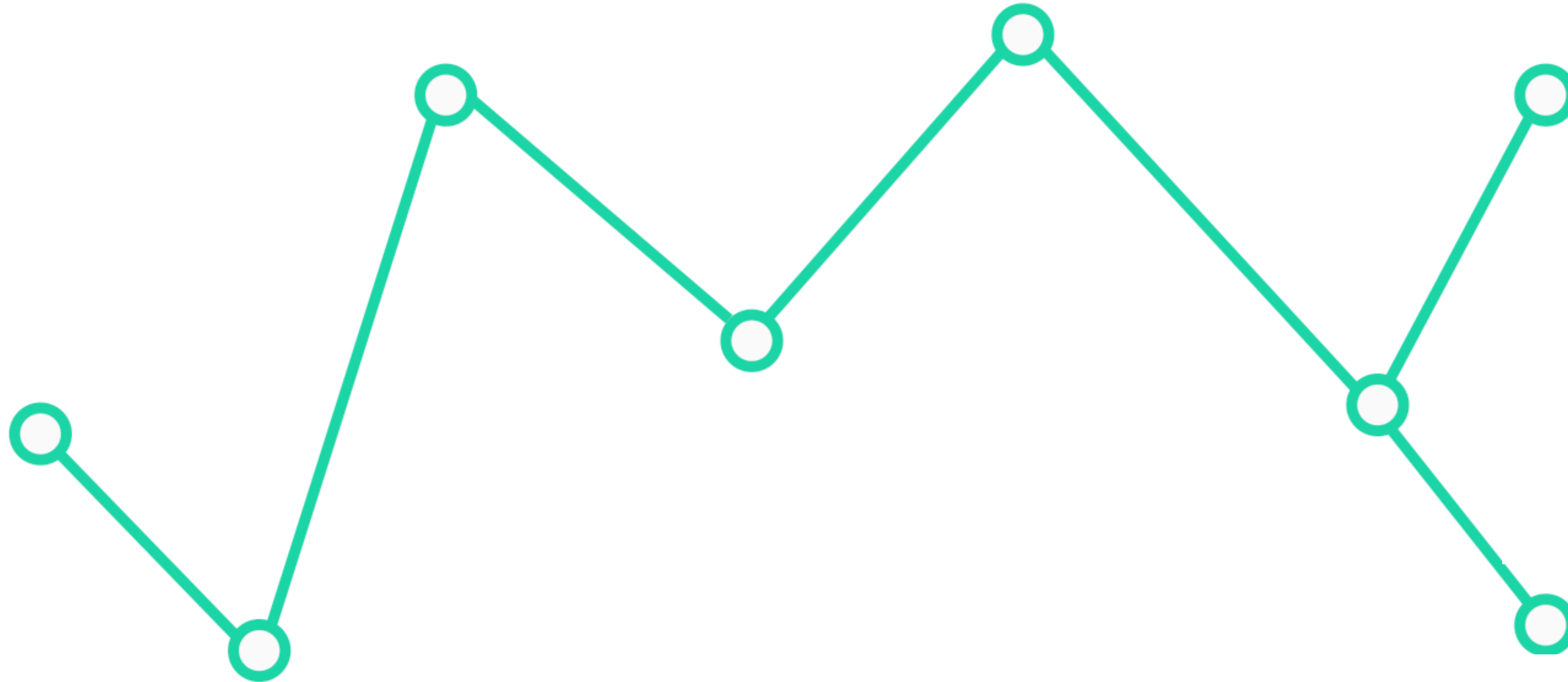
# StoryBrand Marketing Principle

## 7

If there are no consequences for not doing business with you, there is no reason to do business with you.

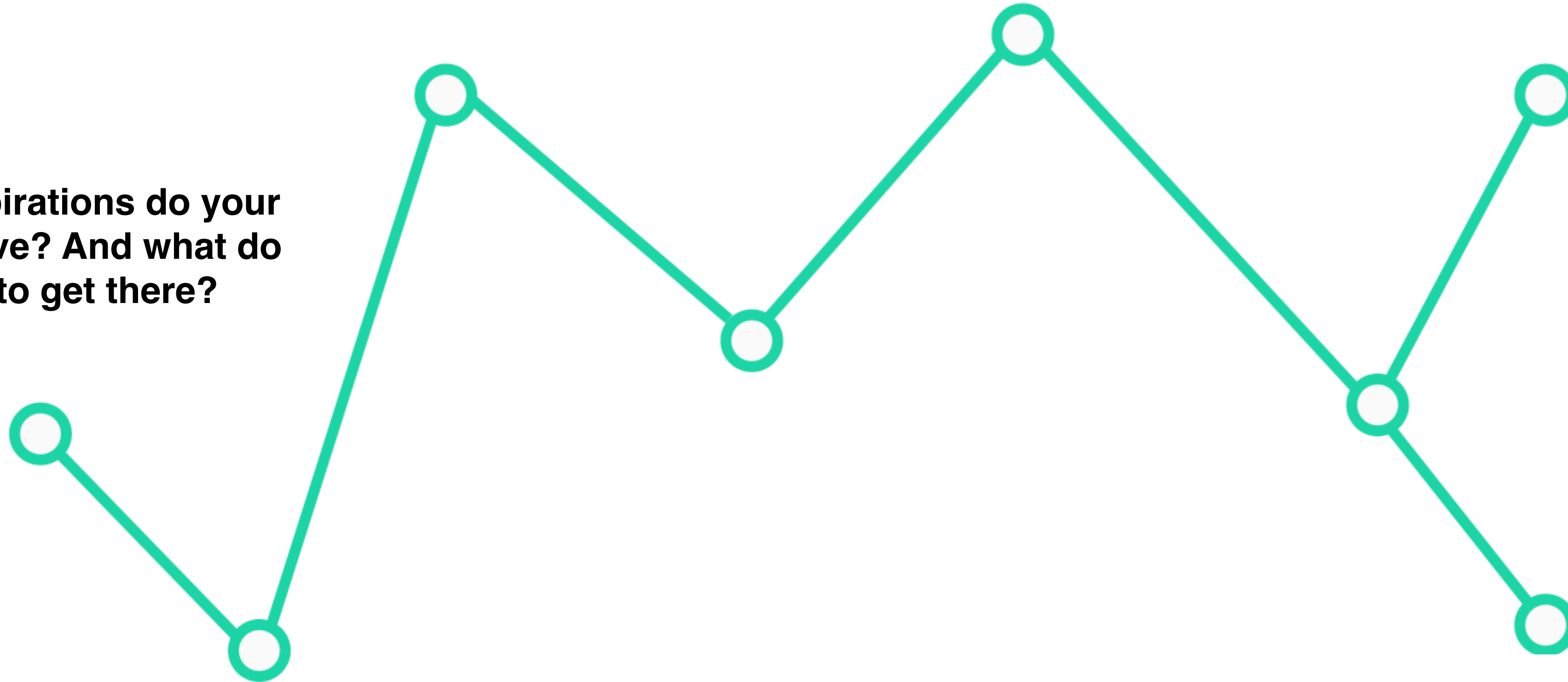
**Is the story you tell clear and compelling?**

# The StoryBrand Marketing Framework



# The StoryBrand Marketing Framework

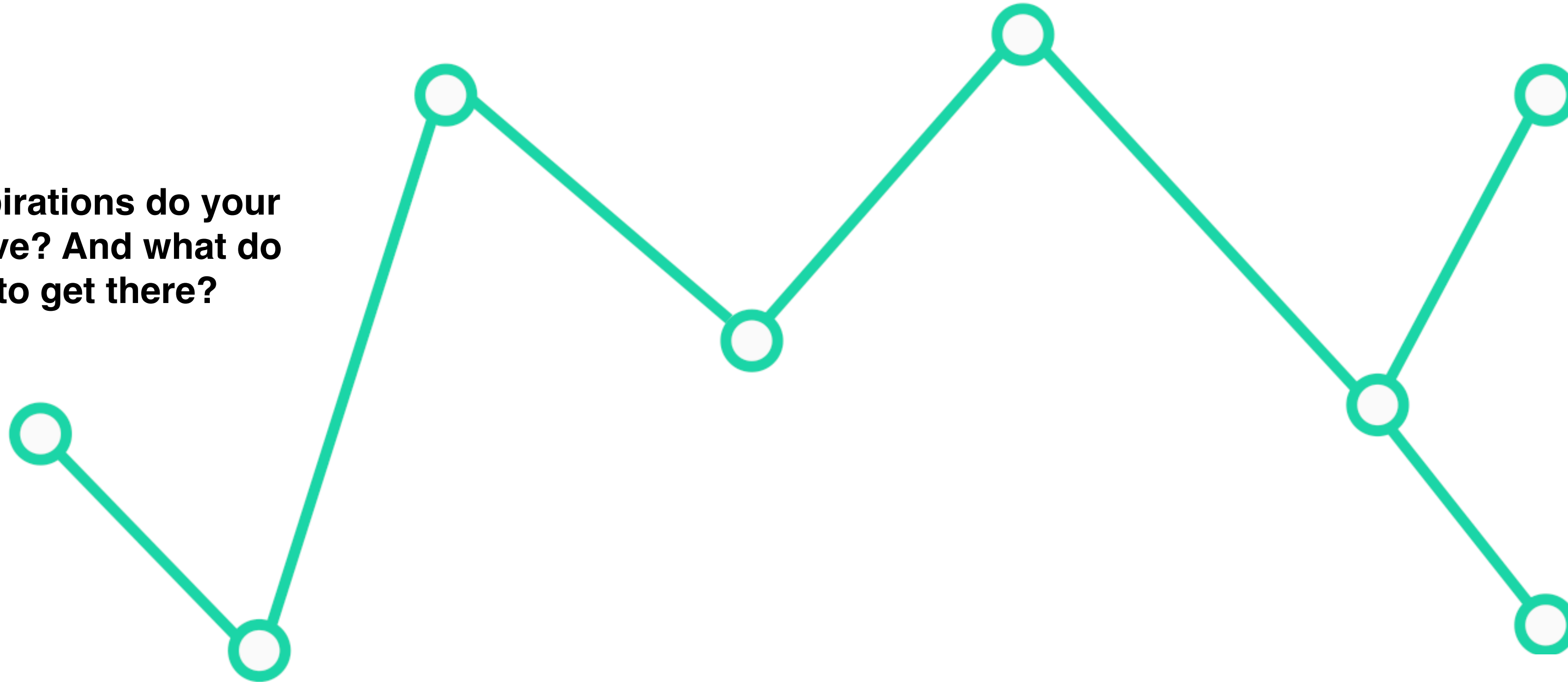
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# The StoryBrand Marketing Framework

**What lofty aspirations do your customers have? And what do they need to get there?**



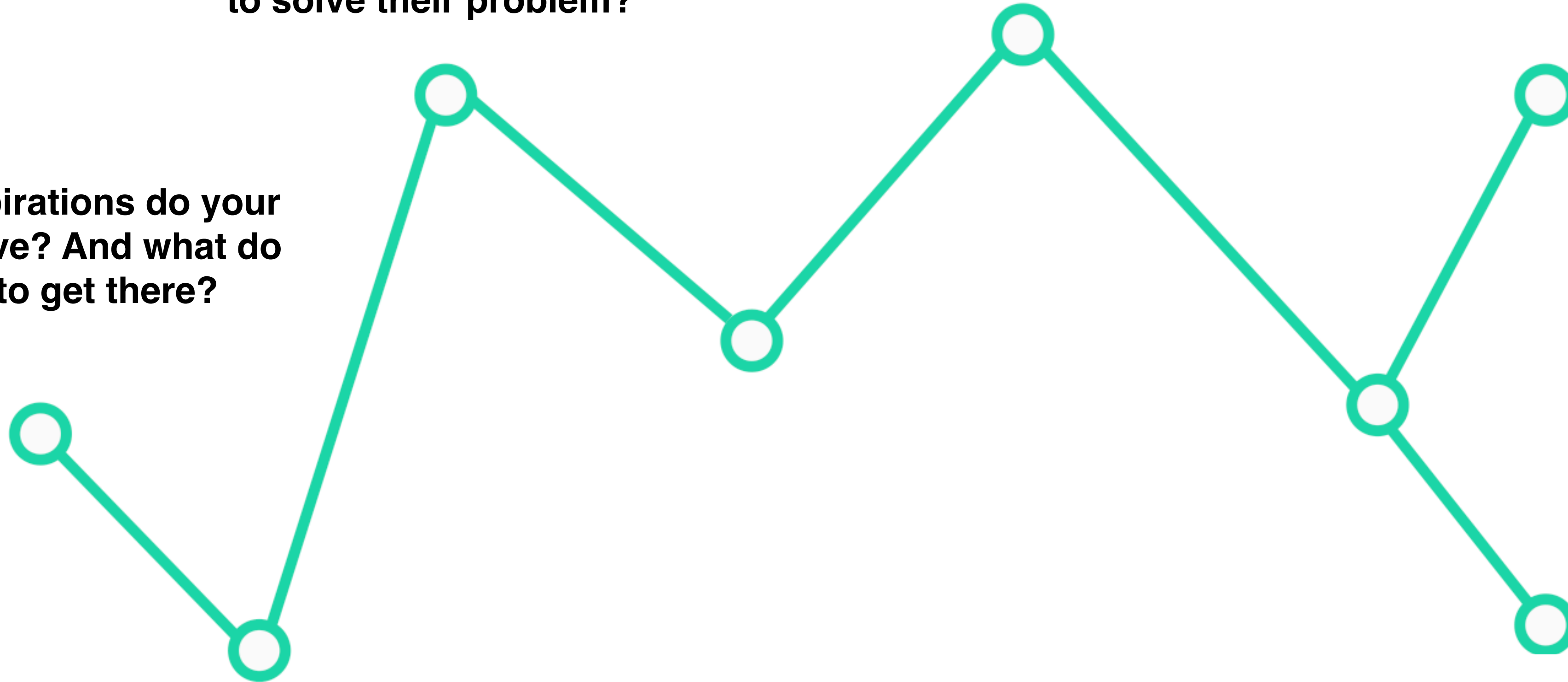
**What problems are standing in their way of getting those things?**

# The StoryBrand Marketing Framework

How can you empathize with your customers' pain, and display authority to solve their problem?

What lofty aspirations do your customers have? And what do they need to get there?

What problems are standing in their way of getting those things?



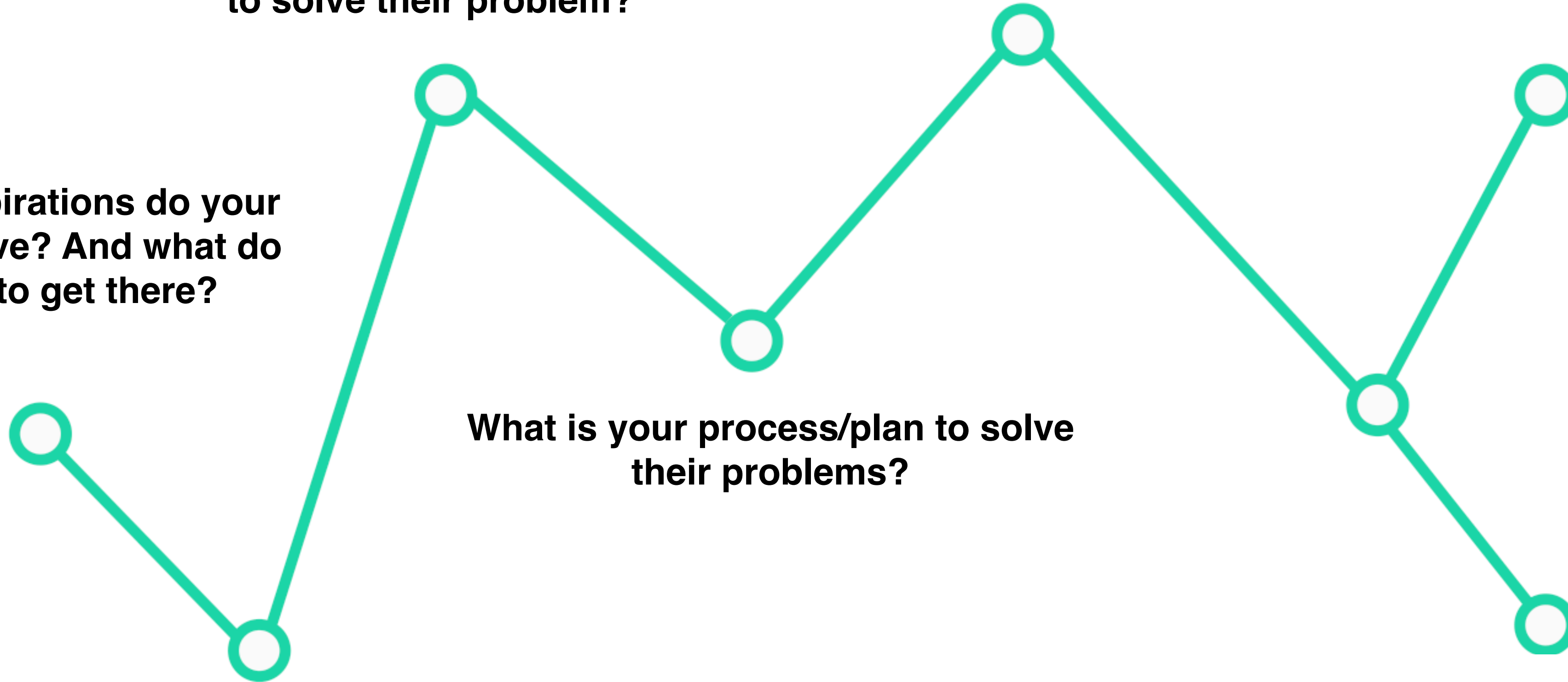
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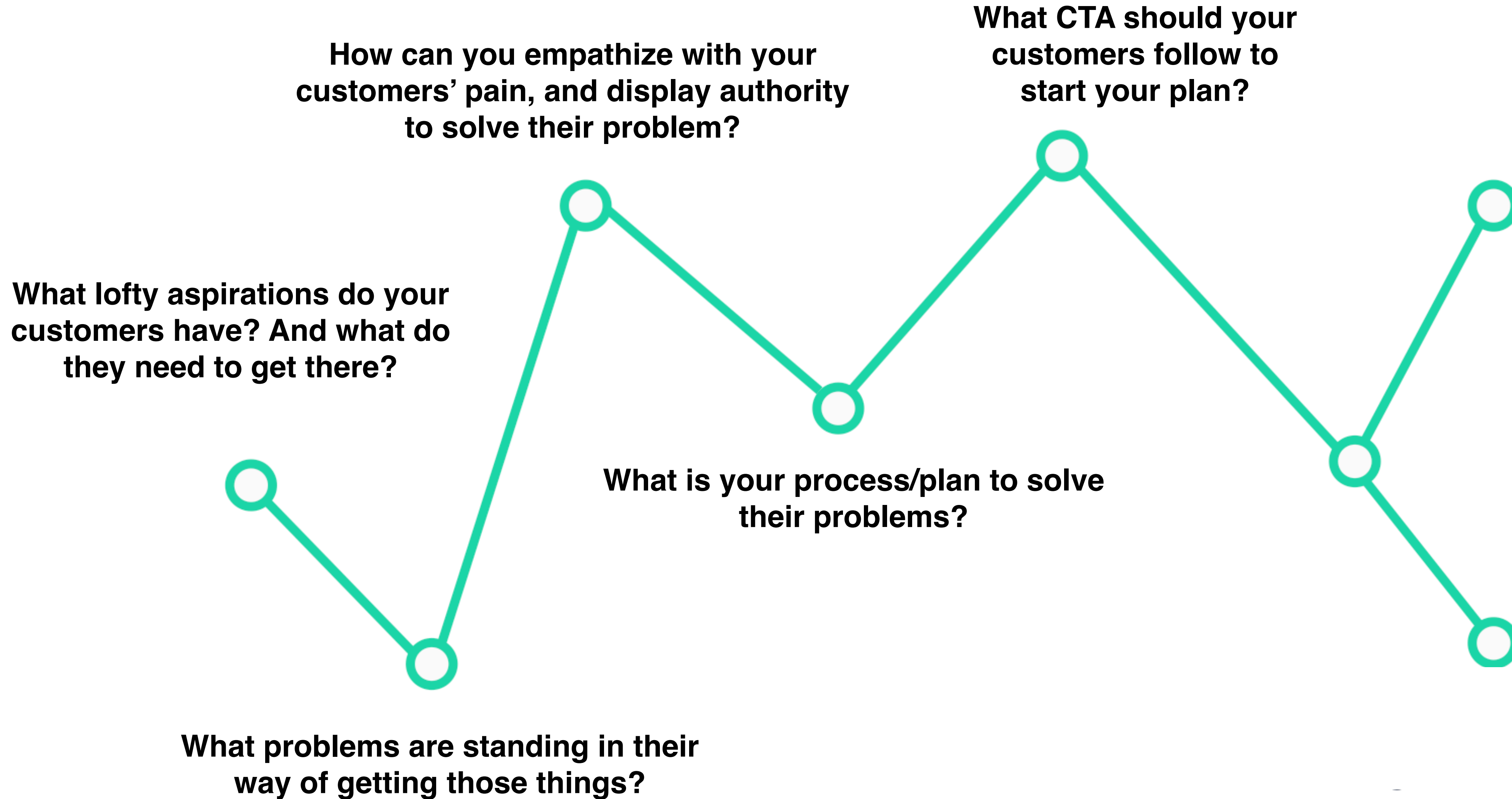
What lofty aspirations do your customers have? And what do they need to get there?

What is your process/plan to solve their problems?

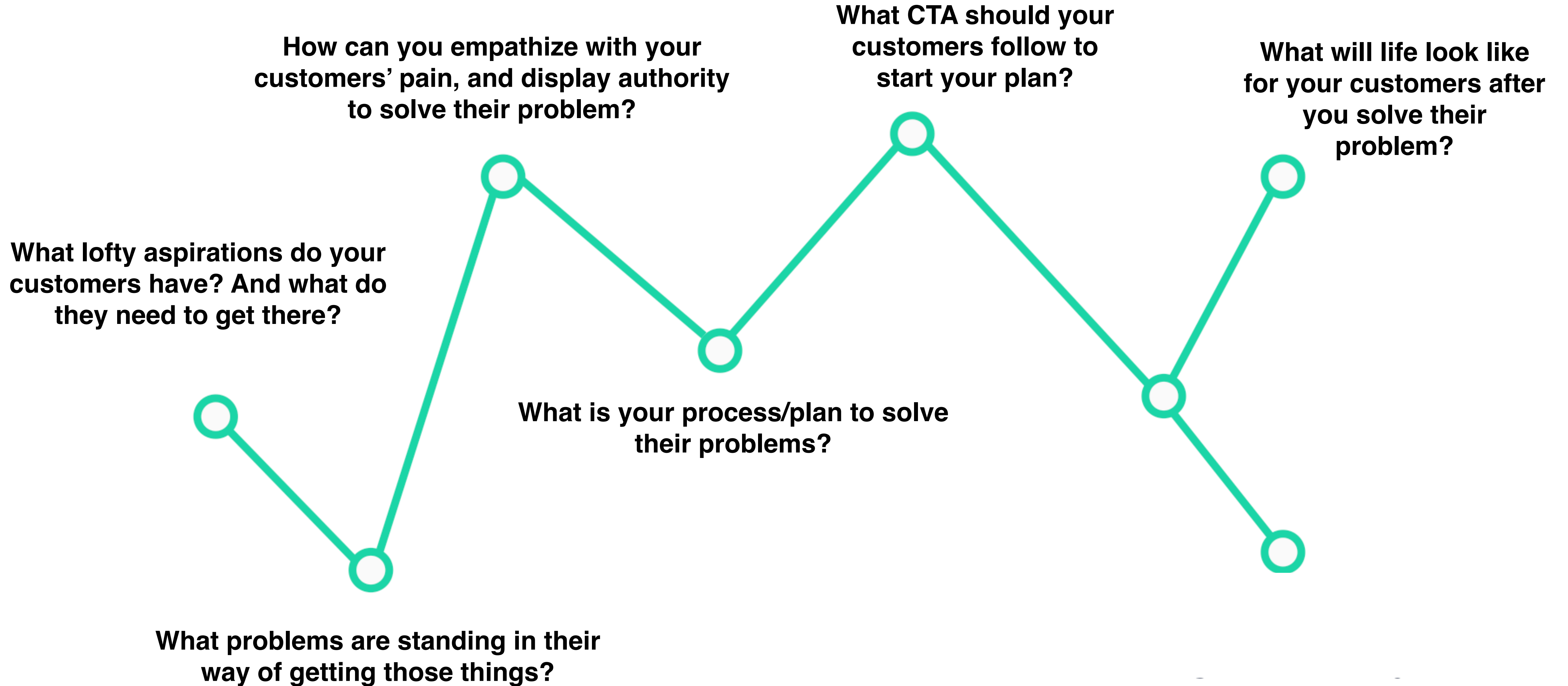
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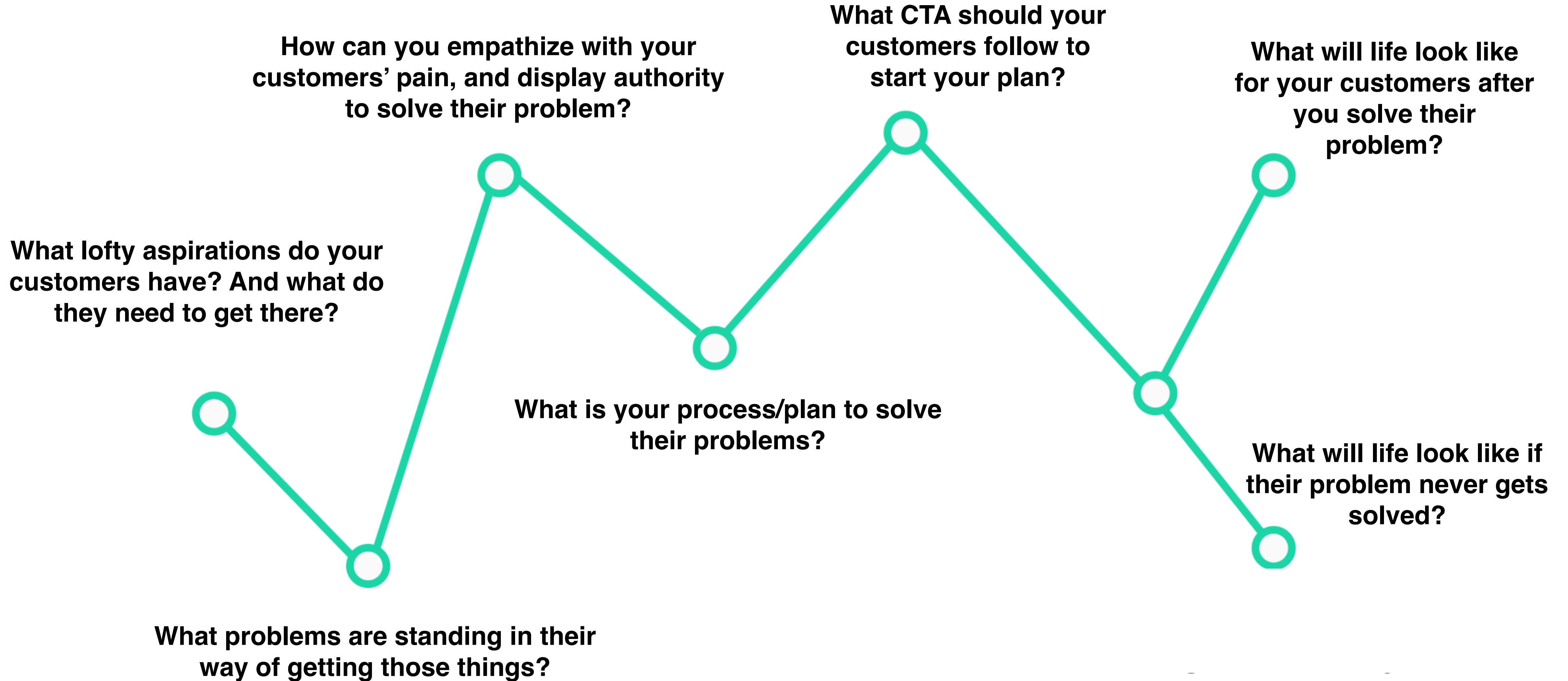
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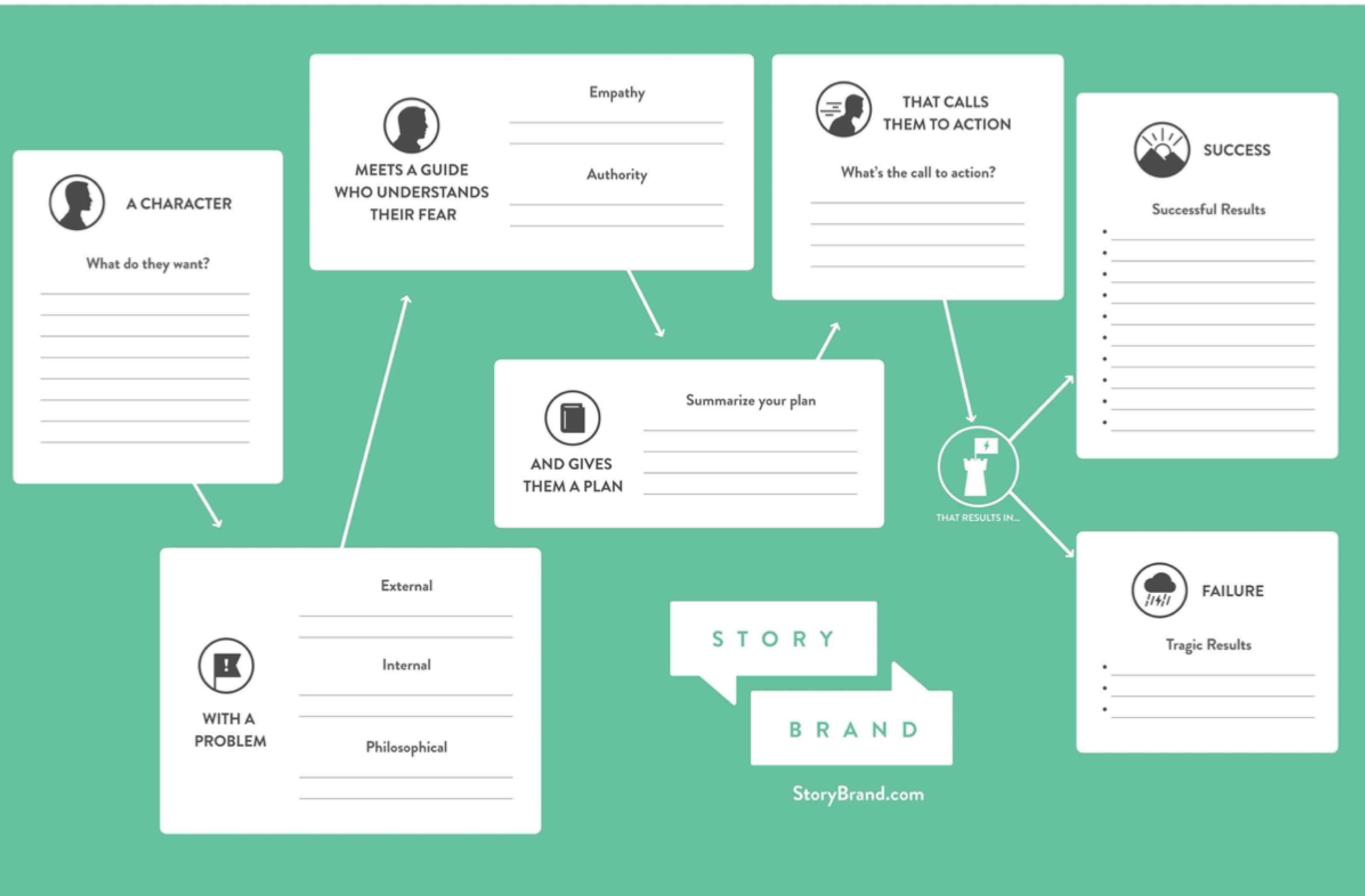


# The StoryBrand Marketing Framework



# PROJECT \_\_\_\_\_

THE ONE PAGE BRANDSCRIPT



# How to apply this framework.

1

Use the framework to craft your marketing messaging.

2

Teach your teams your new message and use the SB framework for all revenue-producing communications.

3

Be disciplined, stick to your message!



**If you confuse, you'll lose.**

# Q & A



**Book a Call**



**Sign up for the next Master Your  
Message Workshop in Sept.**

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