



## Character Transformation

FROM

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

*Confident*

TO

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

*Agile CIO*



## And Calls Them to Action

### DIRECT

What is your direct call to action?

Make a Commitment

### 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.

Reduced Pain or Pain Free

Like Good - 7-15 activities  
energy

## That Helps them Avoid Failure

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

Surgery or Pain Control - Sedation - With Pain - Early days



### PHILOSOPHICAL

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

Professionals — *and*

→ The whole solution is where it is really from

### And Meets a Guide

#### EMPATHY

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

Really, P.F. P.

Proven 100% of feedback.

#### AUTHORITY

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

Non-Verbal

→ we have solutions.

### 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?

— open heart to "just make" — listen to understand

— Sensitivity to pay at a time of effort (commitment)

#### AGREEMENT

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



# Brand Story

Client Name:

Date:

This worksheet has been developed based off of 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?

their Life Back!

## 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?

Pain ← Structural Issues

### EXTERNAL

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

They think they have tried everything — nothing works

### INTERNAL

How is this villain making your customers feel?

helpless — Life sucks

→ than their neighbor has some exp.



- 2) You can be me
- 3) You can be great
- 4) We are the Same
- 5) I can protect you

Step 3: Describe Your Brand's Voice

Will your brand be more formal or casual?

Will your brand be more straightforward or tactful?

Will your brand be more gritty and rough or articulate and refined?

Will your brand be more aloof or seductive?



What emotions do they experience after they work with you?

- <i>Ecstasy</i>
- <i>Un-belief — and the don't — you good people</i>
- <i>Joy</i>
- <i>Relief</i>

### Step 1: Find Your Customer's Archetype

We're going to write a story. In this story, your customer is the main character. The first thing to do is to determine who you are in relation to your customer. Good storytelling is all about patterns, and in most good storytelling, the characters can be easily divisioned into one of 12 basic archetypes. We need to find which archetype best fits your brand, and your customers.

Review this graphic developed by renowned brand strategist, Steve Houraghan:

<https://ducimus.digital/wp-content/uploads/2020/11/BrandStrategy-Worksheet-9-ArchetypesFrameworkCheatSheet-1.pdf>

Which of these archetypes best aligns with your customers values and desires?

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### Step 2: Find Your Brand's Archetype

What are your customers looking for in someone who can solve their current problem/situation for them?

- 1) A Guide
- 2) An Inspiration
- 3) A Leader
- 4) A Peer
- 5) A Defender

Which of these messages is most likely to appeal to your ideal customer?

- 1) I can guide you

# Personality Worksheet

Client Name:

Date:

Step 0: Review your Audience Avatar Worksheet

What are your ideal client/customer's desires?

Advertise
Pain Free
Improved Performance

What are your ideal customer's fears?

- Isn't going to work - "Born Here don't they"
Scams \$1000. →
- having to Face Family & Neighbors w/ Failure
\$

What emotions are they experiencing before they work with you?

Skepticism
Anger
Pain
Frustration

→ nothing works  
→ Quarter Professors  
→ Bomb one beliefs