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## Character Transformation

**FROM** 

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

OT

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

aspirational identity?

Kunuani igungi idei

### And Calls Them to Action

DIRECT
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What is your direct call to action?

Make a Committy

#### **TRANSITIONAL**

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

7

### That ends in a Success

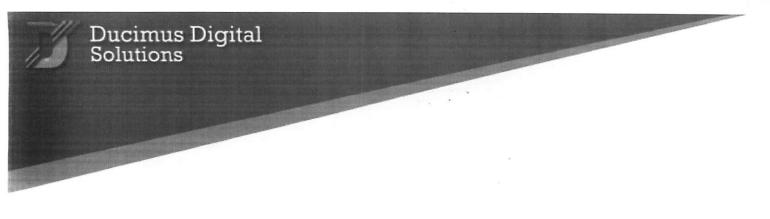
List the positive changes your customers will experience if they use your product or service.

Roboat Pain or Painties Like Bodg - 7-75 Jef. Who 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 Surgery S



#### **PHILOSOPHICAL**

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

Protestion - conf 7 the unlke Solution - is where it is really from

### And Meets a Guide

#### **EMPATHY**

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

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#### **AUTHORITY**

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

Non-Verby Twe 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?

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#### **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 UFE 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?

INTERNAL They have tried everyth nothing wester

How is this villain making your customers feel?

hepoless - Like Suls

- 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?	

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What emotions do they experience after they work with you?

-Extosy			
-Un-Soliel	and Hes	don't -	400 good xose twee
-504		·	
-RelieF			

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

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

### 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

Date:
Step o: Review your Audience Avatar Worksheet
What are your ideal client/customer's desires?
Depresed Performe
What are your ideal customer's fears?
To I'm I was a second
- 15hT SOYANOW - Boon Houdar That
Scomer Stoco >
-hours to tace Forms & Mesipson- my Failure
What emotions are they experiencing before they work with you?
Skpt. Cien
Ances
Pan
Frestrak. On
9 nothy in bill
7 nothy world 7 Quester Prefessions 7 Comb on beliets
-> Bomb one believes