Brand Story

Client Name: dinoland photography

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?

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| --- |
| My customer wants a photography session that they can hang on their walls. Something they can look back on after grandma passes away and remember the good ol days and how precious the time was that they had with grandma |

# 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?

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| The villan is the effort it takes to get pictures done. |

**EXTERNAL**

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

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| It requires everyone to have the same night off, color schemes ligned up, everyone having a good attitude and smiling and/or laughing for pictures. |

**INTERNAL**

How is this villain making your customers feel?

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| the villain makes the customers feel stressed and worried |

**PHILOSOPHICAL**

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

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| Pictures are not something that should be stressful or something to dread. Pictures should be something that you can give as a gift something to cherish when someone passes. If you don’t want to be there why does everyone have to know? Pictures are not too much to ask for once in a while. Is it really that hard to stand there and smile? |

# 

# And Meets a Guide

**EMPATHY**

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

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| I understand that a lot of people don’t like getting their photo taken and they don’t understand the value of photography |

**AUTHORITY**

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

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| --- |
| I will make it easy as possible for my clients by suggesting the color scheme for them, I will pick the time according to the place they choose. I will have the best attitude and make the family smile and laugh during session and make them see the value that pictures have. |

# 

# 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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| --- |
| They can use my product for their walls to show off their beautiful family.  They can post their photos to show off their family  They can scrapbook the pictures as a keepsake to reminisce on. |

**AGREEMENT**

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

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| --- |
| I can give you the quality products with a quality experience. I will help out in anyway possible to make this day easier for you. I can work around your schedule. |

# 

# And Calls Them to Action

**DIRECT**

What is your direct call to action?

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| --- |
| Scheduling a day for the client. |

**TRANSITIONAL**

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

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| Touching base when it some closer, pick the location and time. |

# That ends in a Success

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

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| --- |
| Photos that tell a story. Photos that can capture their current circumstances. For example a seniors photos might take place with the mountains or gorge in the backround stating their life is just beginning. Bridal session will have the temple in the photo saying they’re so inlove they want to spend the rest of eternity with eachother. |

# 

# That Helps them Avoid Failure

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

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| --- |
| They will miss out on an opportunity to capture amazing photos that they can have as a memory. Everyone needs pictures of their lives to document their journey. People rairly journal anymore and this is a different form a journaling. I love seeing people looking through old photos and saying I rememeber this day.. followed by a funny or heartwarming story. In conclusion people forget more oftin than we like to admit. Photography is a way we can prevent this. |

# Character Transformation

**FROM**

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

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| --- |
| Maybe a little self conscious, and stressed out. |

**TO**

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

|  |
| --- |
| Confident several customers show up and when I tell them they look great and I love their color choices I can physically see the relief on their faces. Excited and grateful. Clients leave feeling like a million bucks and they feel appreciated. |