

StoryBrand Messaging Worksheet

Craft Your Compelling Brand Message

1 The Character \(Your Customer\)

- Who is your ideal customer?
- What do they want as it relates to your brand?
- What is their primary desire or goal?

2 The Problem

- External Problem: What challenge do they face?
- Internal Problem: How does it make them feel?
- Philosophical Problem: Why is this wrong?
- The Villain: What or who is to blame?

3 The Guide \(Your Brand\)

- Express Empathy: Show you understand their pain
- Demonstrate Authority: Prove your expertise
- What credentials or results can you share?

4 The Plan

- Step 1: What is the first step they take?
- Step 2: What happens next?
- Step 3: How does it conclude?
- Agreement Plan: What do you promise?

5 Call to Action

- Direct CTA: What action should they take now?
- Transitional CTA: What can they do first?

StoryBrand Messaging Worksheet - Continued

6 Success

- What does success look like for your customer?
- How will their life be different?
- What transformation will they experience?

7 Failure

- What are the stakes if they don't act?
- What negative outcome are they avoiding?

8 Your Brand One-Liner

- Problem + Solution + Result = One-Liner
- Write your one-liner here:

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