

Marketing Made Simple Template

July 27th, 2023

Notes

General

- Make sure that everything you have on your site reflects what you can provide and communicates EXACTLY what you do
- Make sure everything passes the “grunt” test. Simplest possible wording.
- Photos: Use smiling people getting their needs met

Website

Header

State what you do explicitly

Stakes

What pain or problems are you helping your customers avoid? List the pain points and challenges you resolve. Again, you can be creative in how you illustrate the stakes on your website. Is it a checklist, a sentence, a series of questions, bullet points? Take a moment and sketch out what this section could look like.

Value Proposition

- Take a moment to list the value your products or service can deliver to a customer.

Guide

- Frame yourself as the guide, not the hero. Keep the focus on them and their life and problems.
- Testimonials
 - Listen for sound bites from testimonials to succinctly convince customers to engage with you
 - Overcome objections: write out possible objections customers may have and address them
 - Keep testimonials short: can write a testimonial for a customer and send it to them for approval
 - Use a headshot of a customer
 - Testimonials, empathy with pain, similarity with customers, you have felt their pain, provide concrete numbers for customer helped or improvements made
- Authority
 - Number of years, awards, number of clients, number of hours saved, money you have made your clients, etc.

Plan

- Outline 3 steps, visually simple: e.g. Call, Plan, Build
 - Then, use 1-2 sentences to describe the step
 - What are the benefits? information, advice, path forward, etc.
- People will not walk into a fog: It's impossible to mess this up!

Explanatory Paragraph

- Related to SEO



Invite them into a story...

At {company name} we know you are the kind of people who want to be {aspirational identity. Identity transformation. What kind of person do they want to become?}. In order to be that way, you need {as it relates to your product, what does you customer want? Character desire.}. The problem is {external problem. What's the physical problem holding them back?}, which makes you feel {internal problem. how is that problem making them feel (instinctually)}. We believe {philosophical problem. why is it just plain wrong that anybody should have to deal with that problem? (empathy)}. We understand {include an empathetic statement}. That's why we {authority. Demonstrate your competency to solve their problem}. Here's how it works {what's your 3-step plan}. So, {direct call to action (cta)}, so you can stop {failure. what negative thing will happen if they don't order? Transitional cta} and start {success. what will their life look like if they do place an order?}.

Video (bonus)

- Repeat what has already been said
- Help them memorize your offer
- 3 minutes or less
- Get an email in exchange for the video, especially if it's valuable
- Videos should be a sales pitch
- Use a catchy title for why you will solve their problem

Simple Price Options

- Don't necessarily need to list the cost
- Have 3 price points: usually choose the item in middle, list what the customer will get

Junk Drawer

- Put most of the navigation and links at this section: about us, contact us, employment, etc.
- Clean up clutter

Lead Generator

Instructions

Section 1:

Paragraph 1: What's a problem your customers are experiencing?

Paragraph 2: What is an empathetic statement you can make about their pain? And what have you accomplished that would elicit trust that you can solve their problem?

Section 2:

Paragraph 1: Agitate the problem a little further. Speak, perhaps, to the emotional frustration a person may experience when dealing with the challenge you help solve.

Paragraph 2: Offer a solution to the problem. Three tips, a paradigm shift, a recipe or formula, something that resolves the conflict for your customer.

Section 3:

Spell out the solution in a step-by-step plan or in a list of tips. Offer the five tips, expert advice, or worksheet that can help your customers overcome their problem. This is the main content of the PDF. List 3.

Section 4:

Define the Stakes. What's at stake if they do or don't heed your advice? What will be won or lost if they don't take action on what you've recommended?

Paragraph 1: List the negative consequences that might happen if they don't act on your advice followed by the happy ending they may receive if they do.

Paragraph 2: Call them to action. What should they do next?

Create

Create the four sections that will give you the foundation you need to create a great lead-generating Pdf. Feel free to use this exercise as a rough draft and then transfer your results over to the lead-generating Pdf outline you downloaded at [MarketingMadeSimple .com](http://MarketingMadeSimple.com). Work with your designer or visit [Marketing MadeSimple.com](http://MarketingMadeSimple.com) to hire a certified StoryBrand guide who can create a Pdf for you.

1. Catchy Title
2. P1: problem
3. P2: empathetic statement to elicit trust
4. P3: Agitate the problem
5. P4: Offer a solution
6. P5: Step by step plan or list of tips
7. P6: negative consequences if they do not act and include a happy ending if they do
8. P7: Call to action

Nurture Campaign

- Continue relationship with customer by being helpful

Sales Campaign

- Email 1: Deliver the asset
- Email 2: Problem + Solution
- Email 3: Testimonial
- Email 4: Overcome an objection
- Email 5: Paradigm shift
- Email 6: Sales email

Example Meeting Agendas

Brandscript script and one-liner meeting

1. Meeting opening
 - a. Introduce all those in the room to highlight that the reason they are there is because they bring something important to the table.
 - b. Talk about the purpose for the day: to get everyone on the same page with a clear message about what the company does.
 - c. Introduce the concept of brandscript script and one-liner
2. Brandscript script activity
 - a. Introduction and purpose
 - b. Group brainstorming
 - c. Decision
3. One-liner activity
 - a. Introduction and purpose
 - b. Group brainstorming
 - c. Decision
4. Assign tasks and deadlines
5. Remind people about the next meeting for website wireframe.

Wireframe website

1. Meeting opening
 - a. Introduce all those in the room if necessary and explain why they are there and what they bring to the table.
 - b. Talk about the purpose for the meeting: to create a website wireframe complete with all the sections of the website homepage.
 - c. Introduce the sections of the website you will be covering today.
2. Review brandscript script and one-liner and explain the website needs to stay on theme as much as possible.

3. Website copy creation

a. The header

- i. Does it answer the questions: what are you offering? How does it make our customers' lives better? Where can i buy it? How can they buy it?
- ii. Do the pictures you intend to use support the sales pitch or confuse customers about what you are selling?

b. The stakes

- i. What is life going to look like if the customer does not buy your product or service?
- ii. What negative experiences are you keeping your customers from having to deal with?

c. The value proposition

- i. What positive results will a customer receive if they buy your product?
- ii. What does your customer's life look like if they buy your product or service?

d. The guide

- i. Empathy: what empathetic statement can you make that expresses your care, concern, or understanding about your customer's problem?
- ii. Authority: how can you reassure your customers you are competent to solve their problem?

4. Testimonials

5. Other: logos, statistics

6. The plan

- a. Three or four steps: what is the path a customer needs to take before or after buying your product?
- b. What are the benefits of each of those steps?

7. The explanatory paragraph

- a. Simply use your one-liner followed by your brandscript script to make this section simple, clear, and easy.

8. The video (optional)
 - a. Decide on video
 - b. Decide on title
9. Price choices (optional)
 - a. How will you visually display the price or prices of this product.
10. Junk drawer
11. Assign tasks and deadlines
12. Schedule or remind the team about the next meeting in which you will discuss email sequences.

Lead generator and email sequence

1. Meeting opening
 - a. Introduce all those in the room if necessary and explain what their role will be as it relates to the campaign.
 - b. Talk about the purpose for the day: to decide on a lead generator, create content for the lead generator, and outline the various email campaigns you have decided to create.
 - c. Introduce the concept of the lead generator, nurture emails, and sales emails.
2. Review brandscript script and one-liner as an effort to stay consistent in your content.
3. Lead generator
 - a. Brainstorm a list of ideas for lead generators.
 - b. Decide on the first one to create.
 - c. Create an outline for content.
 - d. Save unused lead generator ideas for potential nurturing email content.
4. Nurture emails
 - a. Brainstorm possible types

- i. Weekly announcements
 - ii. Weekly tips
- 5. Weekly notifications
- 6. Make a decision and create subject lines and brief talking points for each. Your copywriter will love the head start this brainstorm delivers
- 7. Sales emails (outline the contents of each type as you go): address the 6 email topics
- 8. Assign tasks and deadlines.
- 9. Discuss when the next meeting will take place. In the next meeting you will refine the content.

Content refinement meeting

- 1. Meeting opening
 - a. Talk about the purpose for the day: to go over all the collateral created in order to get ready for the launch and to set the calendar.
- 2. Review and edit: one-liner, website, lead generator, nurture emails, sales emails
- 3. Decide when you are going to launch the campaign.
- 4. Assign tasks and deadlines.
- 5. Set date about one month after the campaign
- 6. Launches to review the campaign and make changes and improvements.

Results analysis and refinement meeting

- 1. Explain the objective of this meeting is to refine a specific campaign.
- 2. Pass out the emails for the campaign.
- 3. Review the data . What' s working and what isn' t?
- 4. Revise, edit, or replace anything that is not working.
- 5. Discuss what is working and see if you can use
- 6. Some of the language in other places on the website or in the emails.

7. Assign the revisions to those who will be responsible to execute.