

THE STORYBRAND MARKETING CHECKLIST

EXECUTION WORKBOOK




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A CHARACTER


What do they want?



MEETS A GUIDE WHO UNDERSTANDS THEIR FEAR

Empathy


Authority



THAT CALLS THEM TO ACTION

Direct


Transitional



SUCCESS

Successful Results

- ---
- ---
- ---
- ---
- ---
- ---
- ---
- ---



SUMMARIZE YOUR PLAN


Summarize your plan



FAILURE

Tragic Results

- ---
- ---
- ---
- ---



WITH A PROBLEM

External

Internal

Philosophical

STORY

BRAND

StoryBrand.com



IDENTIFY TRANSFORMATION

From

To



BRANDSCRIPT

www.getwsodo.com

At Circuit eBikes we know that you want to be (a/an) leader of the pack
COMPANY NAME IDENTITY TRANSFORMATION

. In order to do that, you need a new way to get to work. The
CHARACTER WANT

problem is there's too much traffic which makes you feel stuck
EXTERNAL PROBLEM INTERNAL PROBLEM

. We believe life is too short. You shouldn't waste your time sitting in traffic.
PHILOSOPHICAL PROBLEM

We understand and we don't just care about bikes, care about you which is why we
EMPATHY AUTHORITY

we've helped more than 20,000 riders find a bike perfect for them.

Here's how we do it: 1. Get fitted 2. Choose a bike
PLAN: STEP 1 PLAN: STEP 2

3. Lead the pack.
PLAN: STEP 3

So, find a dealer. And in the meantime, here's 10 Ways an E-bike Will Make and Save You
DIRECT CTA TRANSITIONAL CTA

Money. So you can stop wasting hours in traffic and instead
FAILURE

get to work faster and get hours back in your day.
SUCCESS



At _____ we know that you want to be (a/an) _____
COMPANY NAME IDENTITY TRANSFORMATION

_____. In order to do that, you need _____. The
CHARACTER WANT

problem is _____ which makes you feel _____
EXTERNAL PROBLEM INTERNAL PROBLEM

_____. We believe _____
PHILOSOPHICAL PROBLEM

We understand _____ which is why we _____
EMPATHY AUTHORITY

_____.

Here's how we do it: 1. _____ 2. _____
PLAN: STEP 1 PLAN: STEP 2

_____ 3. _____
PLAN: STEP 3

So, _____ . And in the meantime, _____
DIRECT CTA TRANSITIONAL CTA

_____ . So you can stop _____ and instead
FAILURE

_____ .
SUCCESS

Task #1:

Creating a One-Liner

Things to remember about The One Liner:

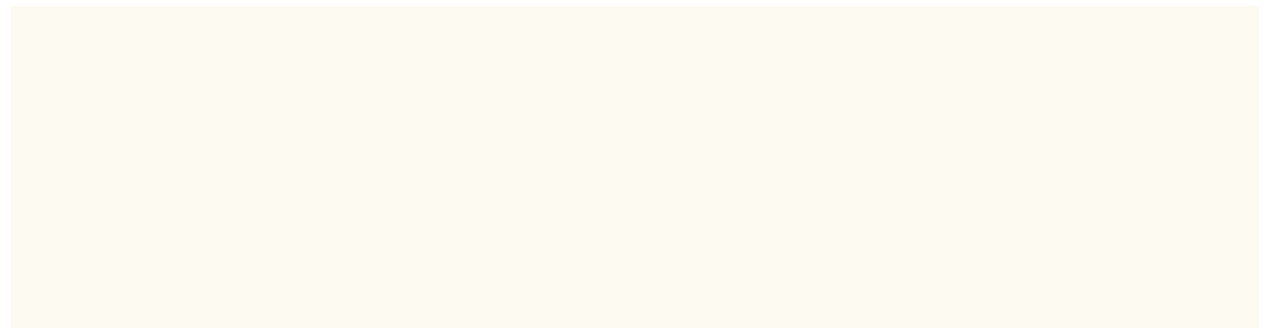
1. It is composed of 3 parts
2. It answers the question “what do you do?”
3. It can be expanded into a full elevator pitch

Ways to Use Your One-Liner

- Put it on your business card
- Make it your email signature
- Paint it on the wall in your retail space
- Use it as your social media bio

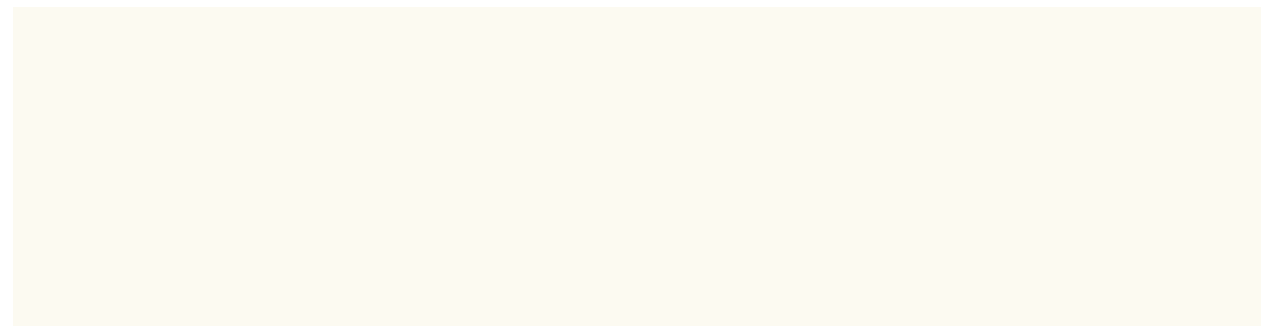
1. Start by stating the problem or pain point that most of your clients face.

Circuit E-Bike Example: *With 110 people moving to Nashville every day, people are wasting more and more time sitting in traffic.*



2. Talk about your solution to the problem you just stated.

Circuit E-Bike Example: *With a Circuit E-Bike fitted just for you,*



3) Then, talk about the result someone will experience if they buy that product.

Circuit E-Bike Example: *you'll get to work faster and add hours back in your day.*

Now, let's put it all together:

Circuit E-Bike Example: *With 110 people moving to Nashville every day, people are wasting more and more time sitting in traffic. With a Circuit E-bike fitted just for you, you'll get to work faster and add hours back in your day.*

Once your One-Liner is refined, memorize it. Have your entire team memorize it. Do whatever you need to do in order to commit it to memory. When everyone on your team can repeat the same one-liner, your entire staff turns into a sales force.

Task #2:

www.getwsodo.com

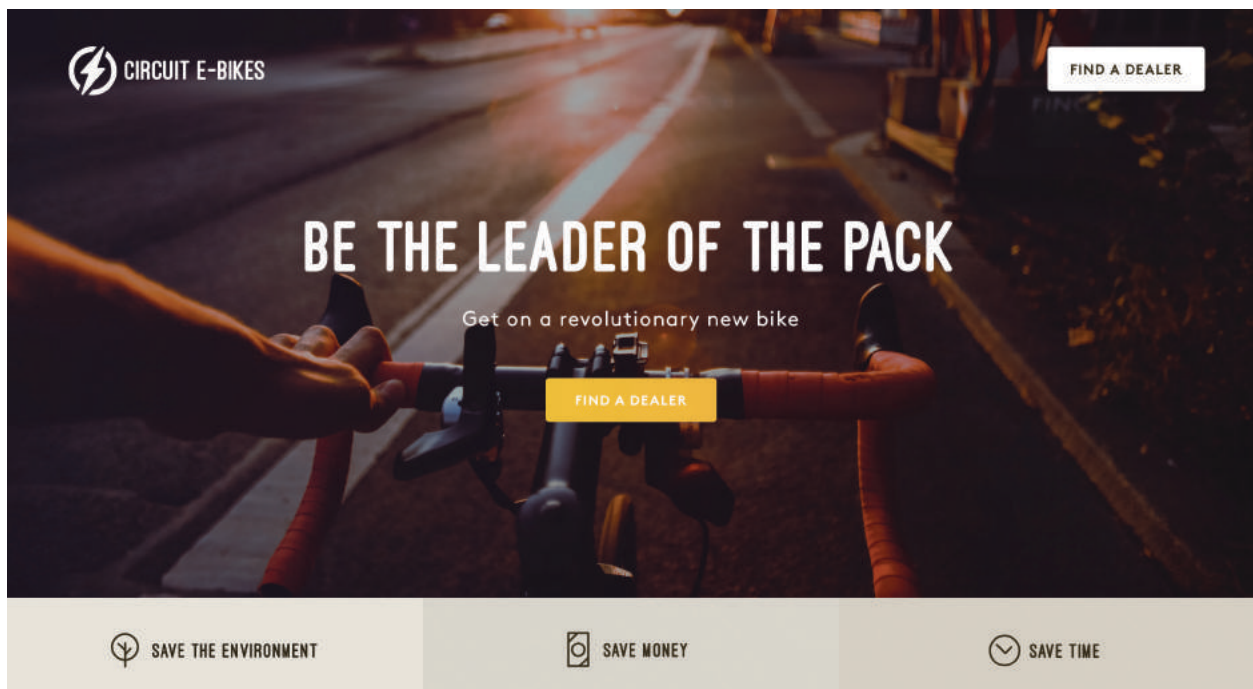
Wireframe a Landing Page

Things to remember when wire-framing a landing page:

1. People don't read websites, they scan them
2. The header should pass the grunt test
3. Use section headers

Header

EXAMPLE:



YOUR WEBSITE:

The image shows a wireframe for a website header on a light yellow background. On the left side, there is a gray circle representing a logo. To the right of the circle, there are four horizontal lines of varying lengths, representing a navigation menu. Below these lines, there are three horizontal lines of varying lengths, representing a main heading or subheading. At the bottom, there is a single horizontal line representing a footer or additional text.

The Stakes

EXAMPLE:

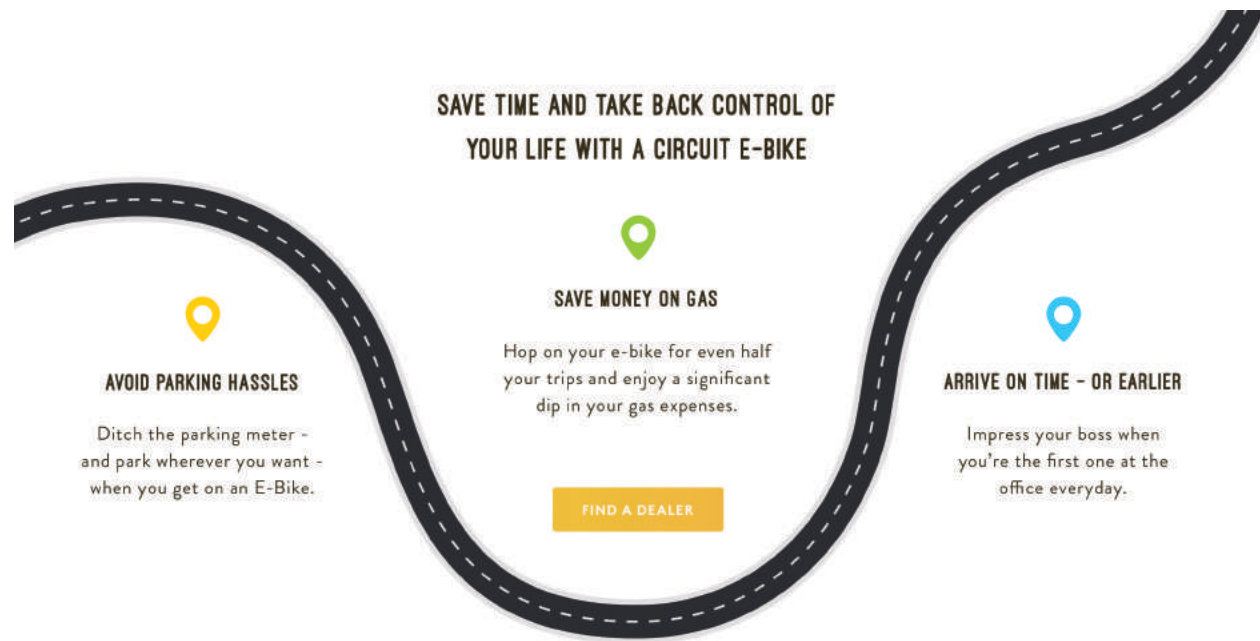


YOUR WEBSITE:

Remind your customers what terrible thing could happen if they don't buy your product or service.

Value Proposition

EXAMPLE:

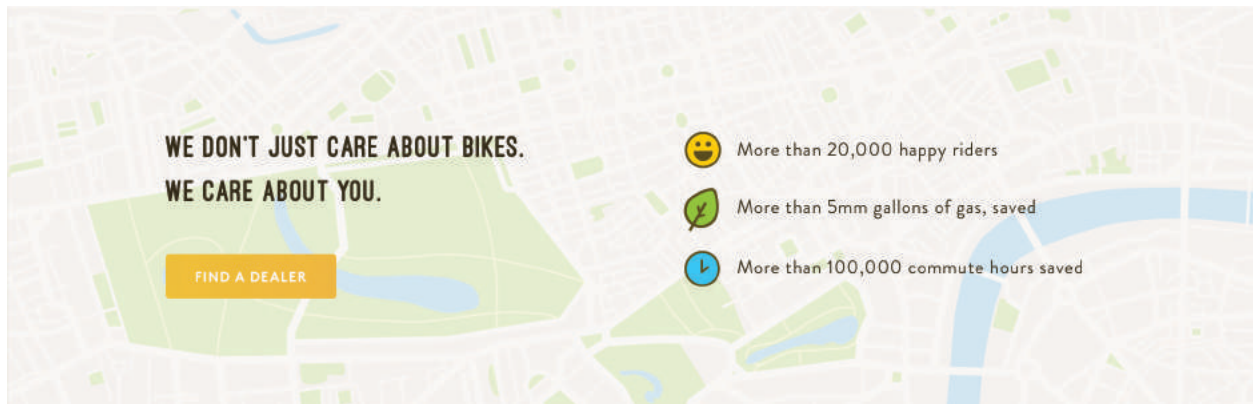


YOUR WEBSITE:

Choose three benefits from the success section of your BrandScript your customer will experience if they do business with you.

Guide

EXAMPLE:



YOUR WEBSITE:

Establish yourself as the guide by expressing empathy and authority.

Price Choices (If You Have Them)

EXAMPLE:

<p>THE MOUNTAIN CLIMBER</p>  <p>READ MORE ></p>	<p>THE COMMUTER</p>  <p>READ MORE ></p>	<p>THE BEACH COMBER</p>  <p>READ MORE ></p>
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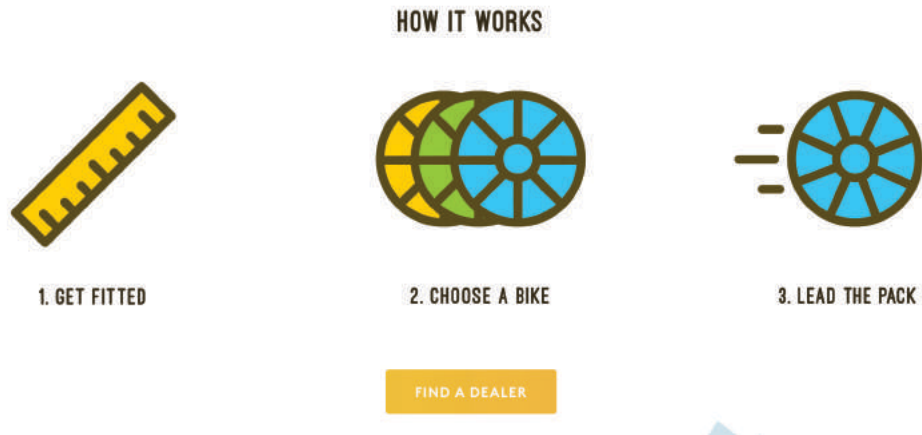
YOUR WEBSITE:

List your product offerings or packages here.

<p>\$ _____</p>	<p>\$ _____</p>	<p>\$ _____</p>
-----------------	-----------------	-----------------

Plan

EXAMPLE:



YOUR WEBSITE:

Give your customer 3 steps to do business with you.



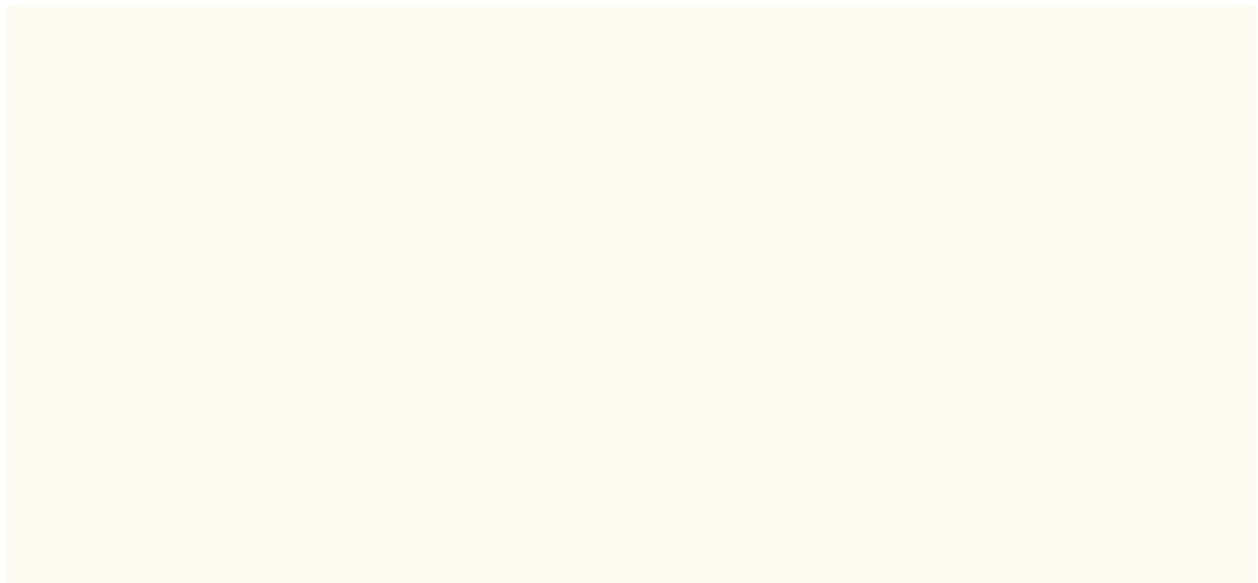
Explanatory Paragraph

EXAMPLE:



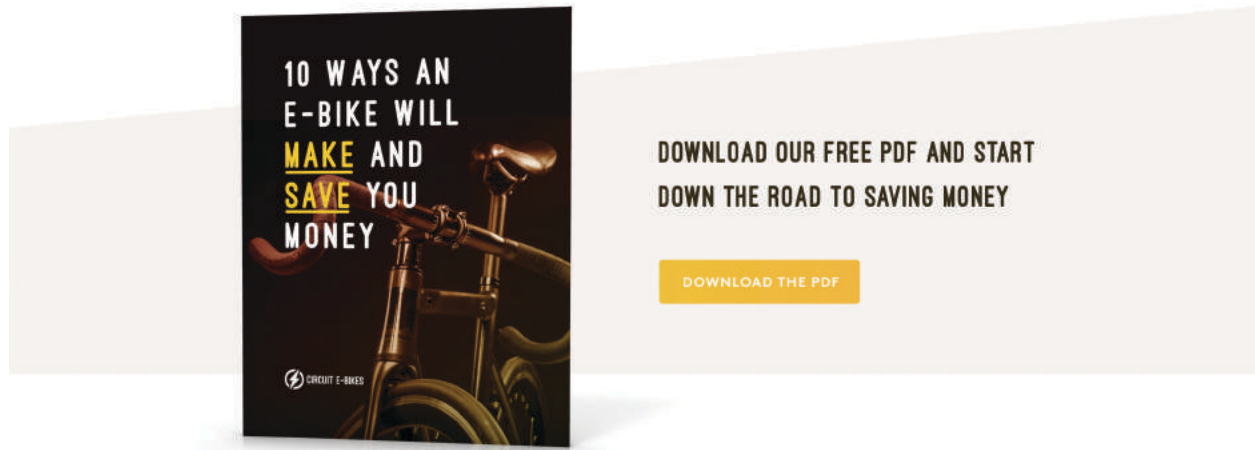
YOUR WEBSITE:

This is your version of the BrandScript script.



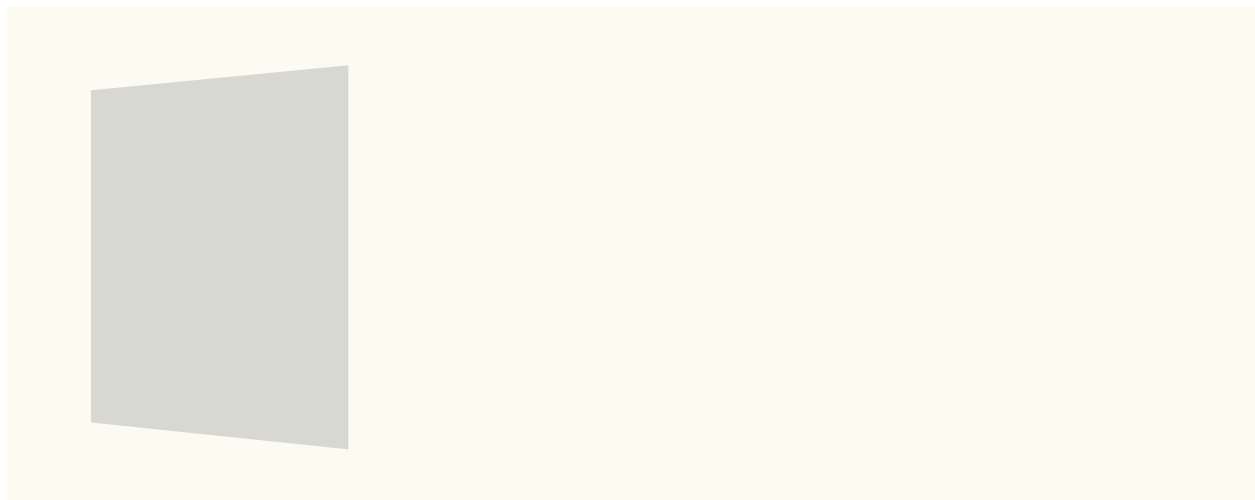
Transitional Call to Action Ad

EXAMPLE:



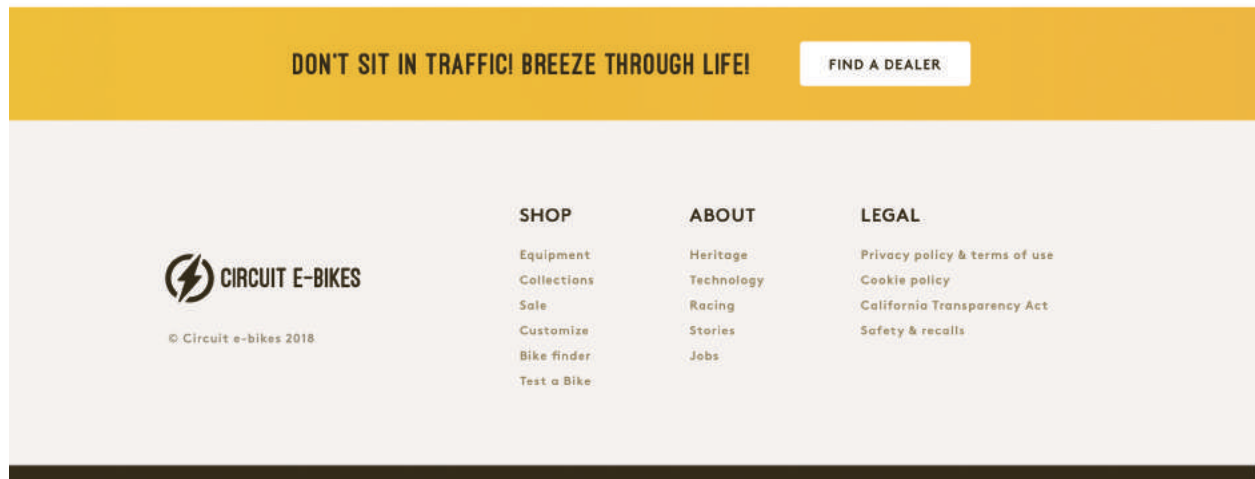
YOUR WEBSITE:

Offer your transitional call to action here.



Junk Drawer

EXAMPLE:



YOUR WEBSITE:

Everything Else

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Task #3:

Write a lead-generating PDF

Things to remember when writing a lead generator:

1. It should add value and give away helpful content for free
2. It should establish yourself as the authority in your field of expertise
3. It should resolve a problem the customer is facing and create a sense of reciprocity
4. It should get an email address
5. It should have an interesting title

Types of lead generators you can write:

1. Magazine Article
2. Interview
3. Checklist
4. Value List
5. Free samples

10 WAYS AN E-BIKE WILL MAKE AND SAVE YOU MONEY



**So, you've had it up to here with Nashville traffic.
We're totally with you on that.**

You'd love to find a faster, less-frustrating way to get to work—and while you've considered an e-bike, all you can see is the initial charging. Sure, e-bikes seem a bit spendy. But over time—and not very much time—an e-bike will actually make and save you money.

With an e-bike, you can:

1. Say goodbye to the gas station

OK, you're right: If you plan to keep your car, you can't completely ditch the pump. But if you hop on your e-bike for even half your trips, you'll enjoy a significant dip in your gas expenses.

2. Sell your car

Yes, really. Living in Nashville without a car is totally doable, especially with an e-bike. If that makes you hyperventilate, we get it. Going car-free is a fairly significant life change for most people. But given Nashville's WeGo system and ride-sharing options, there's never been a better time to give it a go.

3. Scale back your insurance premiums

Car insurance premiums are partly determined by how many miles you drive. With your e-bike, you'll cut down on mileage—which means lower rates.

4. Decrease maintenance costs

By using your e-bike for short drives, you'll save wear and tear on your car, so you'll have fewer trips to the shop. Also, while e-bikes require some minimal upkeep, you can learn to do most of that yourself.

5. Eliminate parking fees

Have you ever seen a credit card reader on a bike rack? We haven't either.

6. Launch a side hustle

With the time you'll save using your e-bike, you'll finally have the bandwidth to work on that million-dollar idea of yours.

7. Quit your gym

Studies show 91% of people with e-bikes ride daily or weekly. If you're like most people, that's way better than your track record at the gym. With your e-bike—an exercise option you'll actually use—you can ditch that pricey membership.

8. Slash your medical bills

Although e-bikes offer pedal-assist when you want it, you're still moving more, and that has undeniable health benefits. With your e-bike, you'll improve your overall physical fitness, decrease stress, and spend less money at the doctor's office and pharmacy.

9. Buy less stuff

Obviously, a typical e-bike has less cargo space than a hatchback. But is that such a bad thing? How many times have you meant to pick up “just a couple of things” at the store and “accidentally” left with \$100 worth of stuff? With your e-bike, you'll prevent unnecessary purchases and make Marie Kondo super-proud. Win-win!

10. Get a raise

Instead of wasting time in traffic, you could be at the office crushing your to-do list and impressing your boss. You're due for a raise, aren't you?

LIFE'S TOO SHORT TO SIT IN TRAFFIC.
SAVE MONEY AND TIME WITH AN E-BIKE.

FIND A DEALER



Your Lead Generating PDF

Title

Outline

Task #4:

Write an email campaign

Things to remember when writing an email campaign:

1. Make the copy conversational and use active language
2. Use short sentences and short words
3. The emails you send should on-ramp your customer to your product or service at the speed of relationship
5. Each email should have one clear, focused call to action
6. Pay attention to your subject lines

Types of emails you can write:

1. Delivery of the asset
2. Problem + solution
3. Testimonial
4. Paradigm shift
5. Overcome an objection

Example Email #1 — Delivery of the asset

Subject line: Here's the PDF You Requested!

Hey [First Name],

Thanks for requesting **10 Ways an E-Bike Will Make and Save You Money!** Click on the image below to download your copy.

DOWNLOAD NOW



Happy reading!

Here's to saving money,

J.J. and Koula

Pack Leaders, Circuit E-Bikes

P.S. Most people have some sticker shock when they start researching e-bikes. This resource will show you how your e-bike investment makes perfect sense. [Check it out!](#)

Your Email #1 — Delivery of the asset

Email Type *(ex: delivery of the asset):* _____

Subject Line: _____

P.S.

Example Email #2 — Problem + Solution

Subject line: You aren't checking your email while you're stuck on I-24, are you?

Hey [First Name],

With 110 people moving to Nashville every day, people are wasting more and more time sitting in traffic. In fact, the average Nashvillian spends nearly 34 hours stuck in traffic every year.

It seems like those delays happen at the worst possible moments, too: When you're already five minutes late for a meeting. When your kid's play starts in exactly seven minutes. When your mom was expecting you for dinner half an hour ago.

Traffic wastes time and adds stress. Life's too short for that. Don't you think?

With a Circuit E-Bike fitted just for you, you'll get hours back in your day, get to your destination faster, and breeze through life. Let's get you fitted for your new e-bike.

[Find a dealer.](#)

Here's to shorter commutes,

J.J. and Koula

Pack Leaders, Circuit E-Bikes

P.S. Circuit E-Bikes customers have shaved more than 10,000 hours off their commutes. [Find a dealer today.](#)

Your Email #2 — Problem + Solution

Email Type (*ex: problem + solution*): _____

Subject Line: _____

P.S.

Example Email #3 — Overcome an Objection

Subject line: Don't buy that bike just yet...

Hey [First Name],

Let's recap: You're sick of traffic. You're tired of feeling stuck. You'd love to find a new way to get to work. You're strongly considering ditching your car for a bike. And you're leaning toward a traditional bike because e-bikes are just too expensive.

We were with you right up until that last one.

Let's do a quick review of that PDF we sent a few days ago, [10 Ways an E-Bike Will Make and Save You Money](#). With an e-bike, you can:

1. Say goodbye to the gas station.
2. Sell your car.
3. Scale back your insurance premiums.
4. Decrease maintenance costs.
5. Eliminate parking fees.
6. Launch a side hustle.
7. Quit your gym.
8. Slash your medical bills.
9. Buy less stuff.
10. Get a raise.

I know what you're thinking: but J.J. and Koula, I could do all of that with a traditional bike, too. Maybe so. But you probably won't, and here's why:

- **Sweat.** We know: Ewww. But have you considered how gross you'll get pedaling uphill on an August morning in Nashville? That's no way to impress your boss, friend. With an e-bike's pedal-assist, you'll skip the sweating.

- **Time.** Riding a traditional bike to work may save a bit of time on your commute—but nothing like the average e-bike's 20 MPH zip. If you're running late, you'll probably opt for your car. Again.
- **Energy.** Picture this: You've had a glorious weekend and you're annoyed that it's Monday already. How excited are you going to be about pedaling your way to work? Not at all excited. How about jumping on your e-bike and letting the motor whisk you to the office? Super excited. (OK, maybe only *marginally* excited. It is Monday, after all.)

Yes, you *could* buy a less-expensive, traditional bike. But chances are good you won't use it nearly as much as you would an e-bike. If at all. Now that sounds like an expensive idea.

Ready to choose your bike? [Find a dealer.](#)

Here's to good decisions,

J.J. and Koula

Pack Leaders, Circuit E-Bikes

P.S. We offer free, three-day rentals on all our e-bikes. **You can try every single model before you buy!** Get fitted today. [Find a dealer.](#)

Your Email #3 — Overcome an Objection

Email Type (*ex: overcome an objection*): _____

Subject Line: _____

P.S.

Example Email #4 — Testimonial

Subject line: How Sam saved \$1200 and lost 12 pounds with her Circuit E-Bike

Hey [First Name],

With more than 20,000 happy riders, we've heard a lot of great Circuit E-Bike stories. This one from Sam blew us away:

I've lived in Nashville for years, and I adore this town. But as other people have discovered our amazing city, the traffic has gotten ridiculous. Last summer, after cursing through an entire week of stop-and-go traffic, I was done. I was desperate to park my car for good, but I didn't want to be tied to the public bus schedule.

My Circuit E-Bike has been an amazing solution! I have to admit the price scared me a bit, but it's been worth every penny. I've obviously cut back on gas expenses, and because I don't have to battle traffic, my commute is so much more enjoyable. Not only that, I quit the gym because I'd much rather ride. So far I've lost 12 pounds. I've explored parts of Nashville I never bothered to by car (hello, free parking!), and I can't remember the last time I got an oil change. In just 11 months, I've saved more than \$1200.

*Thank you so much,
Sam*

Wow, right? Life is too short to be stuck in traffic. [Find a dealer today](#). Here's to happy commutes,

J.J. and Koula,
Pack Leaders, Circuit E-Bikes

P.S. Feeling skeptical about Sam's weight loss? E-bikes aren't real exercise are they? Great question. Watch for our next email. In the meantime, check out this list of [bike paths in Nashville](#). (Yes, e-bikes are allowed on bike paths! Where will you start?)

Your Email #4 — Testimonial

Email Type (*ex: testimonial*): _____

Subject Line: _____

P.S.

Example Email #5 — Paradigm Shift

Subject line: Riding an e-bike is “cheating.” Isn’t it?

Hey [First Name],

Cycling is fantastic exercise. It burns calories, builds muscles, and boosts your cardiovascular health. But what about e-cycling? People who are serious about getting in shape often dismiss e-bikes as “cheating.” Since a motor helps you pedal, you can’t possibly derive any real benefits, right?

Actually, you can.

Now, obviously if you were to pedal a traditional bike for 60 minutes, you’re going to burn more calories than if you let an e-bike “help” you for an hour. But here’s something to think about: **Most people aren’t going to ride a traditional bike for that long.** In fact, as soon their legs get sore or they feel a little winded, they quit. With an e-bike, you can take a quick breather while the motor does most (but not all) of the work—and then get back at it.

In fact, research shows e-bikes encourage people to cycle twice as long—and for twice the distance—as traditional bikes.

E-bikes can help you save time and money, and they’re also a good investment in your health. And an e-bike is definitely less expensive than a heart attack.

Ready to hit the road? [Find a dealer.](#)

J.J. and Koula

Pack Leaders, Circuit E-Bikes

P.S. Getting started with your Circuit E-Bike is easy! Simply get fitted, choose your bike, and lead the pack. [Find a dealer.](#)

Your Email #5 — Paradigm Shift

Email Type (ex: *paradigm shift*): _____

Subject Line: _____

P.S.

Task #5:

Write a sales letter that closes the deal

Things to remember when writing a sales letter:

1. Talk about the problem you solve for your customers
2. Include one focused, direct call to action
3. Clearly define what life will look like if someone buys your product or service
4. Offer a limited time bonus or tell them their offer is going away

Example Sales Letter

Subject line: Breeze through life on a Circuit E-Bike—now on sale!

Hey [First Name],

If you're like most Nashvillians, you've spent **34 hours sitting in traffic** in the past year. And, like the rest of us, you're fed up with feeling stuck.

Thanks to traffic delays:

- You're late for work more and more frequently.
- You've missed appointments.
- You arrive at your destination stressed out and frustrated.

You feel like you have better ways to spend your time, and you want a new way to get to work.

We couldn't agree more. Life's too short, and you shouldn't waste it sitting in traffic.

Just look at how Jack took back control of his schedule with a Circuit E-bike:

Over the last couple of years, my 25-mile commute stretched from 35 minutes to nearly an hour. It was nearly impossible for me to get my kids on the bus and still beat rush hour, so I started getting in late. My boss was understanding, but I needed that time to get my work done. I started riding my Circuit E-Bike to work three months ago, and I just couldn't be happier. I feel like I've regained control of my schedule! - Jack H.

If you've been considering a Circuit E-Bike, here's your chance. For a limited time, you can get on the road with a new e-bike for \$250 off. Join the ranks of commuters like Jack and take back control of your schedule and your life.

It's easy to get started:

1. Get fitted.
2. Choose a bike.
3. Lead the pack.

DOWNLOAD NOW

With a Circuit E-bike fitted just for you, you can:

1. Avoid parking hassles
2. Get hours back in your day
3. Stop feeling held back
4. Save money on gas
5. Avoid costly car maintenance
6. Arrive on time

7. Get to work faster
8. Breeze through life

DOWNLOAD NOW

What are you waiting for?

Here's to getting unstuck,

J.J. and Koula

Pack Leaders, Circuit E-Bikes

P.S. This limited-time offer ends soon! Purchase by October 29th and receive \$250 off your new Circuit E-Bike. Get fitted and choose your bike today! [Find a dealer.](#)

Your Sales Letter

Subject Line: _____

Character:

Problem:

Emotional / Philosophical Struggle:

Brief Testimonial or Success Story:


Explain Your Offer:

Call to Action:

Success:


Call to Action:

P.S.



A CHARACTER


What do they want?



MEETS A GUIDE WHO UNDERSTANDS THEIR FEAR

Empathy


Authority



THAT CALLS THEM TO ACTION

Direct


Transitional



SUCCESS


Successful Results

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- ---
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- ---



SUMMARIZE YOUR PLAN


Summarize your plan



FAILURE

Tragic Results

- ---
- ---
- ---
- ---



WITH A PROBLEM

External


Internal

Philosophical

STORY

BRAND

StoryBrand.com



IDENTIFY TRANSFORMATION

From

To



At _____ we know that you want to be (a/an) _____.
COMPANY NAME IDENTITY TRANSFORMATION

_____. In order to do that, you need _____. The
CHARACTER WANT

problem is _____ which makes you feel _____.
EXTERNAL PROBLEM INTERNAL PROBLEM

_____. We believe _____.
PHILOSOPHICAL PROBLEM

We understand _____ which is why we _____.
EMPATHY AUTHORITY

_____.

Here's how we do it: 1. _____ 2. _____
PLAN: STEP 1 PLAN: STEP 2

_____ 3. _____.
PLAN: STEP 3

So, _____ . And in the meantime, _____.
DIRECT CTA TRANSITIONAL CTA

_____. So you can stop _____ and instead
FAILURE

_____.
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