



FIND YOUR STORY

Your customers are the heroes of the story. You are the guide to help them win their *battles*. When you share the emotional impact of the *good* you are doing, your ideal customers will listen and your business will thrive. Here's our 4 step process to help you identify the *emotional impact* of the good that you do:

STEP 1 - (ideal hero) :

We had *goosebumps* when

(name of your business)

was able to guide someone like

(ideal customer / charity that you served)

STEP 2 - (the battle) :

It felt so good because they were struggling with:

(what are the pain points / battles that your ideal heroes face?)

STEP 3 - (the good) :

Our company stepped in and we helped them win by:

(what is your unique solution to help your customers / heroes win their battles?)

STEP 4 - (the emotional impact) :

We are so excited because now they can:

(how does your hero's life look like after winning their battle - what is their reward?)

Congratulations!!! You have identified the *top 4 elements* to tell your *emotionally engaging stories*. Your heroes have the battle. A guide helps them overcome it. This story can be told in a *creative* and emotionally engaging way. Are you ready to tell it?

Name:

Title:

Phone:

Email:

STORY TIME

This story can be told in (select how long you would like your project to be) :

30 Seconds

90 Seconds

120 Seconds

Other

IMPACT LEVEL

I would like my project to achieve a (select your budget for this project) :

Small Impact (\$2,500 - 7,499)

Big Impact (\$7,500 - 14,999)

Go Viral* (\$15,000+)

*go viral doesn't mean that the project will automatically reach millions but with a bigger budget, we can create a better story.