

STORYDRIVEN MARKETING



ACADEMY

 **LATER**

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 **NOW**

MODULE **2** Workbook

CREATING YOUR BRAND MESSAGING ROADMAP



EXERCISE 1:

Customer Avatar & Hero's Journey

GOAL OF THIS EXERCISE:

It's time to really get to know your customer! Answer the following questions to figure out who they are, what they want, what's been holding them back, and what their deepest hopes and desires are. You want to really understand their internal narrative here - so what's going on in their heads. This will help you craft highly appealing brand messaging in the next step. Let's start with some general questions about your customer avatar.

WHO IS YOUR CUSTOMER?

Note down everything you know about your two-dimensional customer avatar: industry, demographics, job title, etc.

WHAT DO THEY WANT?

Note down what your customer wants to achieve; the outcome they're looking for that your product or service provides.

WHAT IS THEIR CORE DESIRE?

Narrow it down to one of the following:

- Conserve financial resources
- Conserve time
- Build social networks
- Gain status
- Accumulate resources
- Be generous
- Create meaning

GENERAL

WANTS

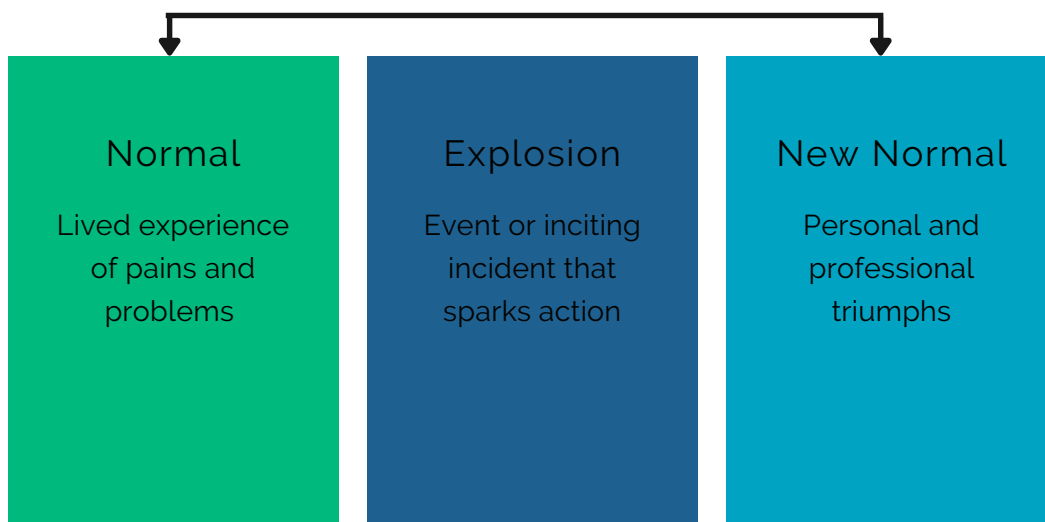
DESIRES

UNDERSTANDING THE INTERNAL STORY ARC



Once you've defined your overall audience base, and understand their basic wants and desires, it's time to deconstruct your prospects' internal narrative using the following story arc:

Internal Story Arc



In the following assignments, we're going to break down each phase of the story arc to understand what it looks and feels like for your prospect. This will help us figure out what their basic internal narrative is as it relates to your product or service.

After that, in exercise 4, you'll repeat the same process for your various audience groups to create more nuanced brand messaging.

Let's start by unpacking what your prospects' Normal feels like...

ASSIGNMENT 1: IDENTIFY HOW YOUR PROSPECT PERCEIVES THEIR PROBLEM

This exercise is designed to help you figure out what pains and problems your customer faces in their daily lives *before* they take action.

In many cases, these pains and perceived problems are symptoms of a deeper, root problem that needs to be tackled (with the help of your solution.)

WHAT DOES NORMAL LOOK LIKE?

PERCEIVED PROBLEM

E.g. Struggle to stand out in marketplace

REAL PROBLEM

E.g. No clear brand messaging strategy

HOW THEIR SYMPTOMS MAKE THEM FEEL

E.g. Frustrated, undervalued, invisible

HOW DOES IT IMPACT LIFE AND BUSINESS?

*E.g. Lack of confidence and self worth (life)
E.g. Low market share (business)*



ASSIGNMENT 2: IDENTIFY THE TRIGGER AND WHAT'S AT STAKE

Once you know how your prospect perceived their problem, the next step is to identify what the inciting incident looks like that finally makes them act.

Pretend you're a fly on the wall watching the moment unfold. What trigger pushed them over the edge? How does the scene unfold? What do they think? Do? Say? Describe this moment as vividly as possible.

WHAT INCIDENT TRIGGERS YOUR PROSPECT TO ACT?

E.g. A flopped product launch

WHAT'S THEIR INTERNAL DIALOGUE THAT MOMENT?

E.g. Why don't people see the value in what we offer?

WHAT'S AT STAKE IF THEY DON'T ACT NOW?

E.g. They risk running their company into the ground, investors backing out, personal financial ruin

HOW DO THOSE STAKES MAKE THEM FEEL?

E.g. Terrified, desperate to turn things around, personally invested



ASSIGNMENT 3: IDENTIFY WHAT SUCCESS FEELS LIKE

When customers buy from you, they are never buying the "thing" you're selling. They're always buying a transformation. A better version of themselves.

So, for effective, storydriven messaging, you need to figure out what that better version of them looks like in their eyes.

HOW IS THEIR LIFE BETTER AFTERWARDS?

E.g. Their business is successful and their investors are happy

HOW IS THEIR REPUTATION OR VISIBILITY IMPROVED?

E.g. They've gained credibility, respect, and career advancement

WHAT CAN THEY DO NOW THEY COUDN'T DO BEFORE?

E.g. They can get investors and customers to see the value they offer

HOW DO THEY FEEL AFTER SOLVING THEIR PROBLEM?

E.g. Relieved, renewed sense of excitement



EXERCISE 2:

Positioning Your Brand Solution

GOAL OF THIS EXERCISE:

The best way to position your brand in your customers' narrative is to join the conversation that's already going on in their heads. In the last exercise, we examined what their internal narrative looks like. That's their half of the conversation.

In this next exercise, we're going to match that narrative with corresponding brand messages for each stage of the hero's. That's your half of the conversation.

Assignment 1: Identify points that support and validate your audience's current context

WHY HAVEN'T THEY SOLVED THEIR PROBLEM?

*What objections or excuses do they have?
Are those excuses justified?*

WHAT FALSE BELIEFS FUEL THEIR EXCUSES?

*About themselves, the solutions available,
the best way to achieve an outcome?*

REFRAME THEIR PERCEIVED PROBLEMS TO SYMPTOMS

Help them understand that what they've perceived as their problem is symptomatic of a greater (but solvable) root problem.

HOW CAN YOU VALIDATE THEIR EXPERIENCE?

- *What can you confirm to them about their current struggle?*
- *What can you confirm to them about why solving their problem really matters*
- *What can you confirm to them about their excuses and objections and validate that those feelings are justified?*

VALIDATE EXPERIENCE

ASSIGNMENT 2: IDENTIFY HOW YOU SOLVE THE ROOT PROBLEM

By reframing your prospects' perceived problem to a symptom of a greater (but solvable) root problem, you shed light on their situation and give them renewed hope of a positive outcome.

Suddenly, it makes sense why previous solutions haven't worked for them. And they begin to see that there's hope after all. So to position your solution effectively, identify how you solve the root problem.

POSITION YOUR SOLUTION

WHAT OUTCOME DO YOU DELIVER?

How do you help them overcome their problem and reach their goal?

WHAT DOES IT HELP THEM ACHIEVE?

*Why is that outcome important to them?
What does it help them achieve?*

HOW IS IT DIFFERENT TO WHAT THEY'VE TRIED BEFORE?

How does your solution overcome the objections and excuses you've validated?

HOW DOES IT HELP THEM AVOID FAILURE?

Show them how your solution helps them avoid dreaded failures.



ASSIGNMENT 3: SHOW THEM WHAT SUCCESS LOOKS LIKE

This exercise is designed to help you bring your prospects' transformation to life by attaching their thoughts, desires, and feelings to real world outcomes that you can deliver.

In other words, you're painting a vivid picture of what success looks like, based on the things you know they care about, both personally and professionally.

WHAT DOES SUCCESS LOOK LIKE?

To figure out what success looks like, work through a series of "because of that" statements. E.g.

- *"By choosing our cloud-native GIS platform, all employees can easily access and analyse data"*
- *"Because of that, engineers don't have to run to the GIS department for every tiny update"*
- *"Because of that, they can analyse data from anywhere in the world, including at home and on site..."*
- *"Because of that, they're better able to serve their customers' needs at the customers' place of business"*
- *"Because of that, they're no longer frustrated by bottlenecks, but empowered with freedom and autonomy to do their best work wherever they are"*

BOOM! You've hit the transformation jackpot!

Solution:

Because of that:

Because of that:

Because of that:

Because of that:

Transformation:



Step 1: Collect the "ingredients" for your storydriven mission statement from the last exercise

Your collective audience from lesson 1

Pull this from exercise 2, assignment 2

Pull this from exercise 2, assignment 3

Step 2: Put them together into a storydriven mission statement; e.g.:

- DocuSign: "Enabling anybody [who] to sign, send, and manage documents anytime, anywhere, on any device [what] with confidence [why]"
- Southwest Airlines: "To connect People [who] to what's important in their lives [why] through friendly, reliable, and low-cost air travel [what]"

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EXERCISE 4:

Crafting Your Story Pillars



Assignment: Break your audience down into audience groups and create audience-specific narratives / micro stories

SEGMENT	SEGMENT AUDIENCE GROUPS	STAKEHOLDERS	IDENTIFY KEY STAKEHOLDERS

Story Hierarchy

Once you've segmented your audience into groups and identified key stakeholders, repeat exercises 1-3 for each audience group.

Your overall brand narrative and the derived mission statement becomes your macro story, and the narratives you create for your audience groups become your micro stories nestled underneath.

