

If your marketing efforts were working to their fullest potential, what would that look like?
 Ex: are you receiving more online contact inquiries? More phone calls? Are people interacting with your posts on social media or sharing them?

My vision for my online presence & marketing efforts:

Values Exercise- What values are important to me?

Honesty	Imagination	Spirituality	Trust
Justice	Empowerment	Competitiveness	Fun
Truth	Love	Charity	Efficiency
Expression	Progress	Diversity	Agility
Selflessness	Authenticity	Tradition	Service
Prosperity	Freedom	Curiosity	Excellence
Stewardship	Generosity	Optimism	Respect
Integrity	Connectivity	Compassion	Simplicity
Creativity	Collaboration	Competence	Kindness
Power	Equality	Health	
Courage	Peace		

Write your core values here (5-8)

What's your WHY?

Beyond making money, why did you start your business? What do you hope to contribute to your customers' lives through your product or service?

Notes:

Customer Persona Template

Name:

Quote:

Demographics & Professional Information

Age:	Gender:	Location:
Marital Status:	Education Level:	
Children:	Job Title:	
Industry:	Company Size:	
Career Path:	Special Skills:	
Hobbies, things I do for fun:	Who is my boss? Do I manage others?	

Motivations

Personal Values:	How is success measured at my job?
Who influences my purchasing decisions?	What activities are important to me?
Goals when using your product:	What words and phrases resonate with me?

Challenges & Frustrations

Media & Communication

How comfortable am I with technology?	Where I get news & Information:
Social Media Channels:	Professional Associations
Other Networks	

What else?

Identify the Conflict

External	
Internal	
Philosophical	
Villain	

How do you help them solve this conflict? Be the guide!

How I can show empathy with the customer's conflict:

How I demonstrate authority:

Make a list of past clients or people in your network who can provide testimonials or display their logo on your website	
Awards I've won	
Statistics that support my proposition	

Call to Action: What's the clear plan you're presenting to the customer?
 This should be 3-6 steps, the simpler the better

Avoid Failure: What are the stakes if they don't buy your product/service?

Before and After- How is your customer's life different with and without your brand?

	Before your Brand	After Your Brand
What do they have?		
What are they feeling?		
What's an average day like?		
What is their status?		

Now, plug all of this into your Brand Story Script!

Persona Name:

Buyers Stage - Channels - How do I arrive at each stage?	What am I asking? What do I need to know to get me to the next step?
Awareness	
Interest/Consideration	
Decision/Conversion	
Loyalty & Retention	

GOAL:

S

Specific

- What do I want to accomplish?
- Why do I want to accomplish this?
- What are the requirements?
- What are the constraints?

M

Measurable

- How will I measure my progress?
- How will I know when the goal is accomplished?

A

Achievable

- How can the goal be accomplished?
- What are the logical steps I should take?

R

Relevant

- Is this a worthwhile goal?
- Is this the right time?
- Do I have the necessary resources to accomplish this goal?
- Is this goal in line with my long term objectives?

T

Time-Bound

- How long will it take to accomplish this goal?
- When is the completion of this goal due?
- When am I going to work on this goal?

SMART GOAL	Strategy or Approach	Specific Actions or Tactics
<i>Ex: Get 10 new clients per month through inbound inquiries by June 2020</i>	<i>Increase local awareness of our co-op and home care services</i>	<i>Improve our website messaging and search engine rankings.</i>

Now that we've spent some time developing your brand story and content strategy, revisit your vision statement from the beginning of our workshop. Has anything changed?

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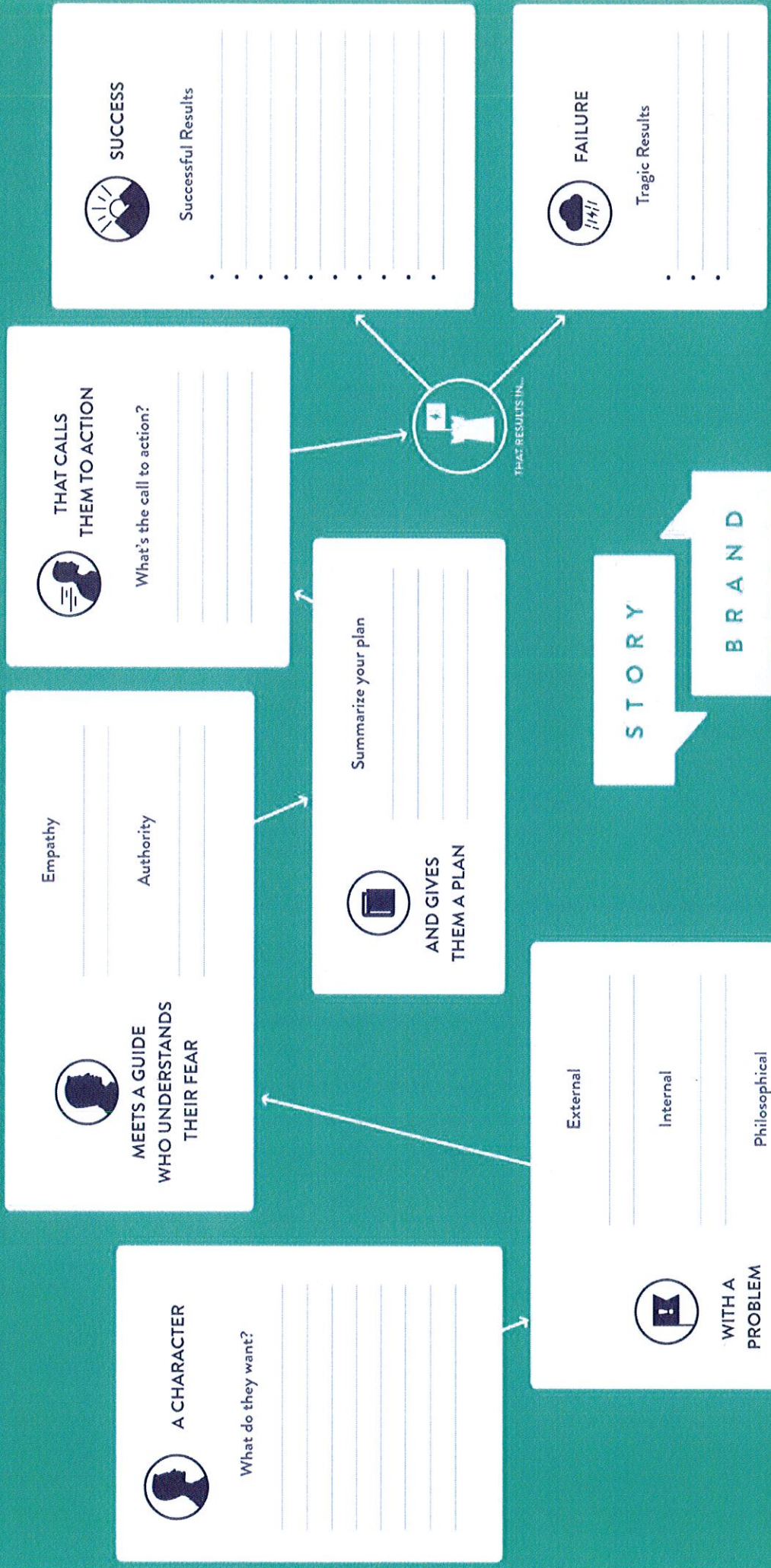
My vision for my online presence & marketing efforts:

These are the places I know I need to work on in my brand story and content strategy:

I commit to taking the following action steps to improve my business' messaging and online presence.

PROJECT

THE ONE PAGE BRANDSCRIPT



A CHARACTER

What do they want?

MEETS A GUIDE WHO UNDERSTANDS THEIR FEAR

Empathy

Authority

Summarize your plan

AND GIVES THEM A PLAN

THAT CALLS THEM TO ACTION

What's the call to action?

SUCCESS

Successful Results

FAILURE

Tragic Results

STORY

BRAND

StoryBrand.com