

# HOW WE PARTNER WITH YOU AS A GUIDE

StoryBrand Certified Guides	StoryBrand/Business Made Simple HQ
Execute and implement the StoryBrand Framework	Deliver StoryBrand Workshops
<p>Exclusively deliver StoryBrand Keynotes to Prospects</p> <ul style="list-style-type: none"> <li>• Introduce them to the framework and upsell them to your services</li> <li>• Audio or video of keynote cannot be recorded or distributed including digital posting, reverse engineering, copying, or distribution on any web platform, YouTube, social media, or any other means of digital dissemination</li> </ul>	<p>Deliver Private Workshops to Companies</p> <ul style="list-style-type: none"> <li>• Encourage these companies to hire a Guide to help them execute their new marketing collateral</li> </ul>
Create marketing collateral for clients based on the elements of the StoryBrand 7-Part Framework	Exclusively teach the StoryBrand Framework through workshops, books, and Business Made Simple
Use Guide badge to promote association with StoryBrand	Use StoryBrand logo, BrandScript icons, bullhorn and other StoryBrand graphics
<p>Use original sales copy and materials (or templates provided by HQ ) when promoting or marketing your business (including but not limited to: taglines, one liners, email sequences, website copy and lead generators)</p> <p>Give proper attribution to StoryBrand whenever referencing content from the book or keynote.</p>	<p>Use original sales copy and materials when promoting Business Made Simple or StoryBrand</p> <p>Exclusive right to use our taglines (ex: Clarify Your Message) and other brand identifying phrases (ex: anything 'Made Simple') in marketing materials</p>
Use own business' name in website URLs	Use StoryBrand and Business Made Simple in website URLs-including but not limited to: StoryBrand, Clarify Your Message, Be the Guide, Business Made Simple, Made Simple, Marketing Made Simple, The Customer is the Hero, Small Business Flight School, Flight School, Flight Plan, and any additional phrases, taglines, or slogans StoryBrand and Business Made Simple use in marketing
<p>Represents own business in media (podcast, interviews, TV)</p> <p>You can mention that you are StoryBrand Certified. You are not however speaking on behalf of StoryBrand or are in any way employed by StoryBrand.</p> <p>The intention of the conversation should not be to teach the StoryBrand 7-Part Framework, but should be focused around your company's original content.</p>	Represents StoryBrand in media (podcasts, interviews, TV)
Display and use Certified Badge only while certification is active	Removal of badges of non-certified marketers and agencies in order to protect the IP
Enter into contracts, agreements, obligations, or pledges of any nature for your own business, that do not infer liability or cause financial responsibility on behalf of StoryBrand, its employees, or assigns.	Only entity able to enter into contracts or agreements on behalf of StoryBrand or Business Made Simple.
Personalize authorized marketing materials created by StoryBrand for the purpose of promoting your business	
Promote your personal profile on MarketingMadeSimple.com	Promote MarketingMadeSimple.com
Use exclusive affiliate links to sell StoryBrand products for commission	Exclusively create products that teach the StoryBrand Framework, Marketing Made Simple, and Business Made Simple Frameworks.
Uphold Community Commitment	Uphold Community Commitment