STORY BRAND®

THE STORYBRAND

MESSAGING FRAMEWORK

A powerful 7-part framework guides can use to help **clients clarify their message** and connect with more customers.

Most businesses struggle to communicate their message clearly. StoryBrand provides a 7-part framework based on the key elements of storytelling to help businesses communicate clearly, connect with customers, and drive sales.

HELP YOUR CLIENTS CLARIFY THEIR MESSAGE WITH A

STORYBRAND BRANDSCRIPT

Most businesses make the mistake of positioning themselves as the hero in their marketing. But the real hero should be their customer. The StoryBrand framework helps guides teach businesses how to shift their perspective and craft messaging that truly connects.

Just like a great story follows a clear structure, so should a business's marketing. **The StoryBrand Framework** is built on 7 key storytelling elements that help businesses communicate clearly, engage customers, and drive sales.

To help you implement the StoryBrand Framework, we created the StoryBrand BrandScript – a tool StoryBrand Certified Guides use to craft compelling marketing messages that resonate and convert.

THE STORYBRAND FRAMEWORK

01. A CHARACTER
(YOUR CLIENT'S CUSTOMER)

02. WITH A PROBLEM
(THAT YOUR CLIENT'S PROBLEM SOLVES)

03. MEETS A GUIDE
(YOUR CLIENT)

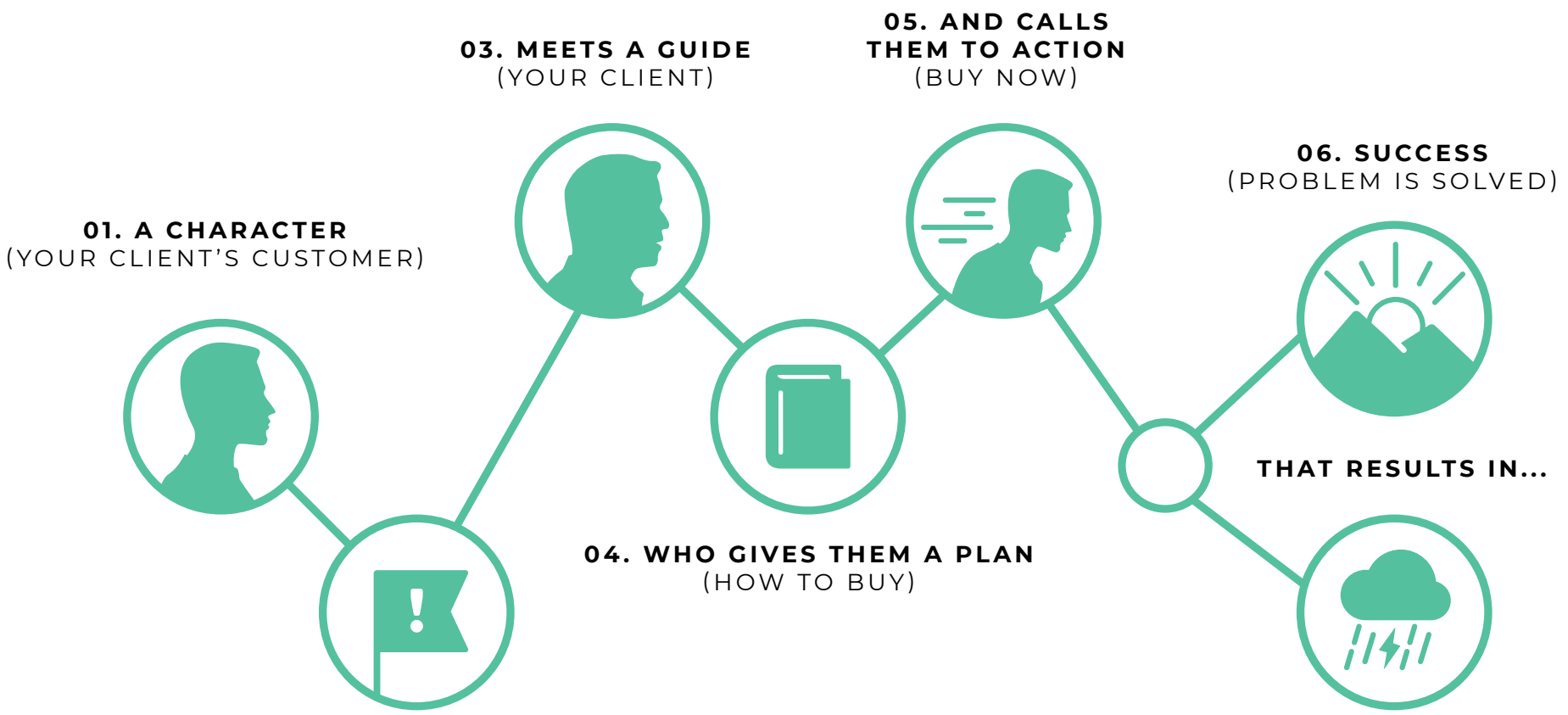
04. WHO GIVES THEM A PLAN
(HOW TO BUY)

05. AND CALLS THEM TO ACTION
(BUY NOW)

06. SUCCESS
(PROBLEM IS SOLVED)

THAT RESULTS IN...

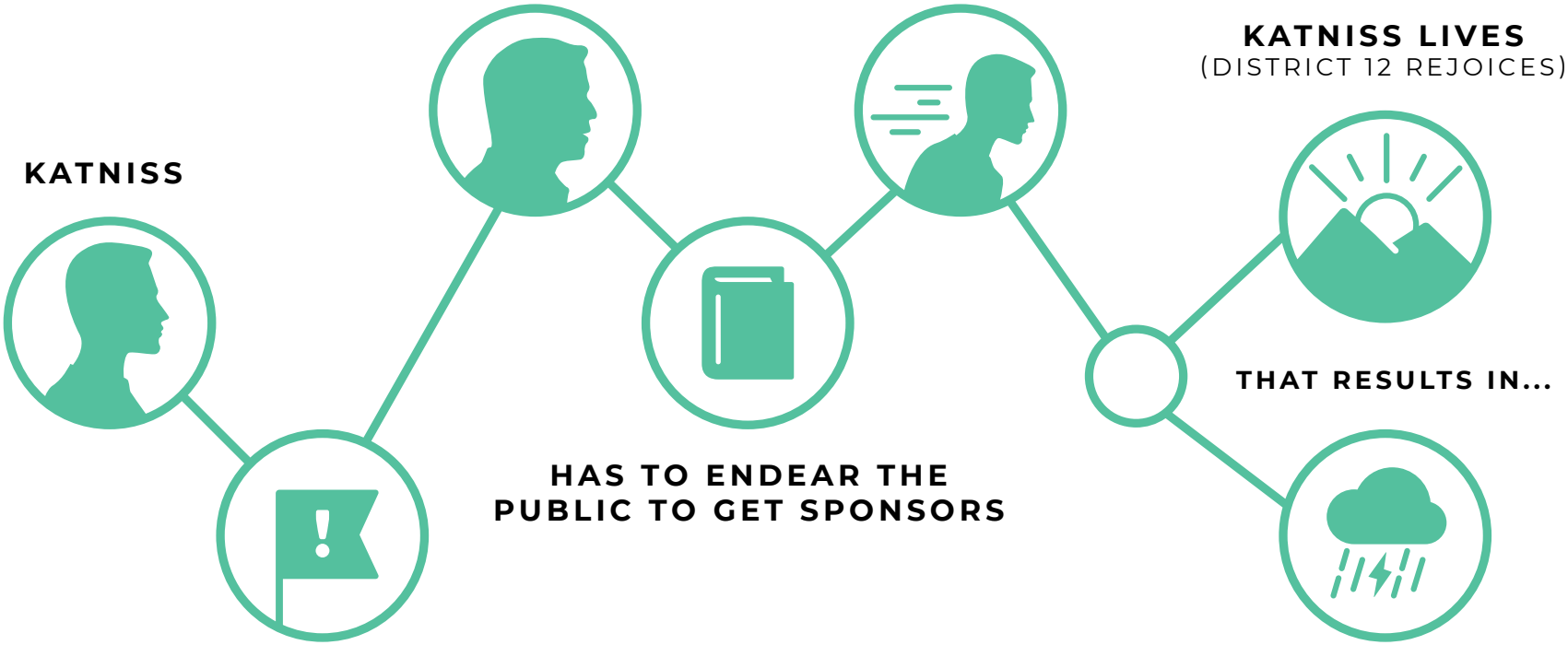
07. FAILURE
(PROBLEM GETS WORSE)



Here are two well-known stories mapped out using the **StoryBrand BrandScript**, showcasing how each one follows the seven key elements.

THE HUNGER GAMES

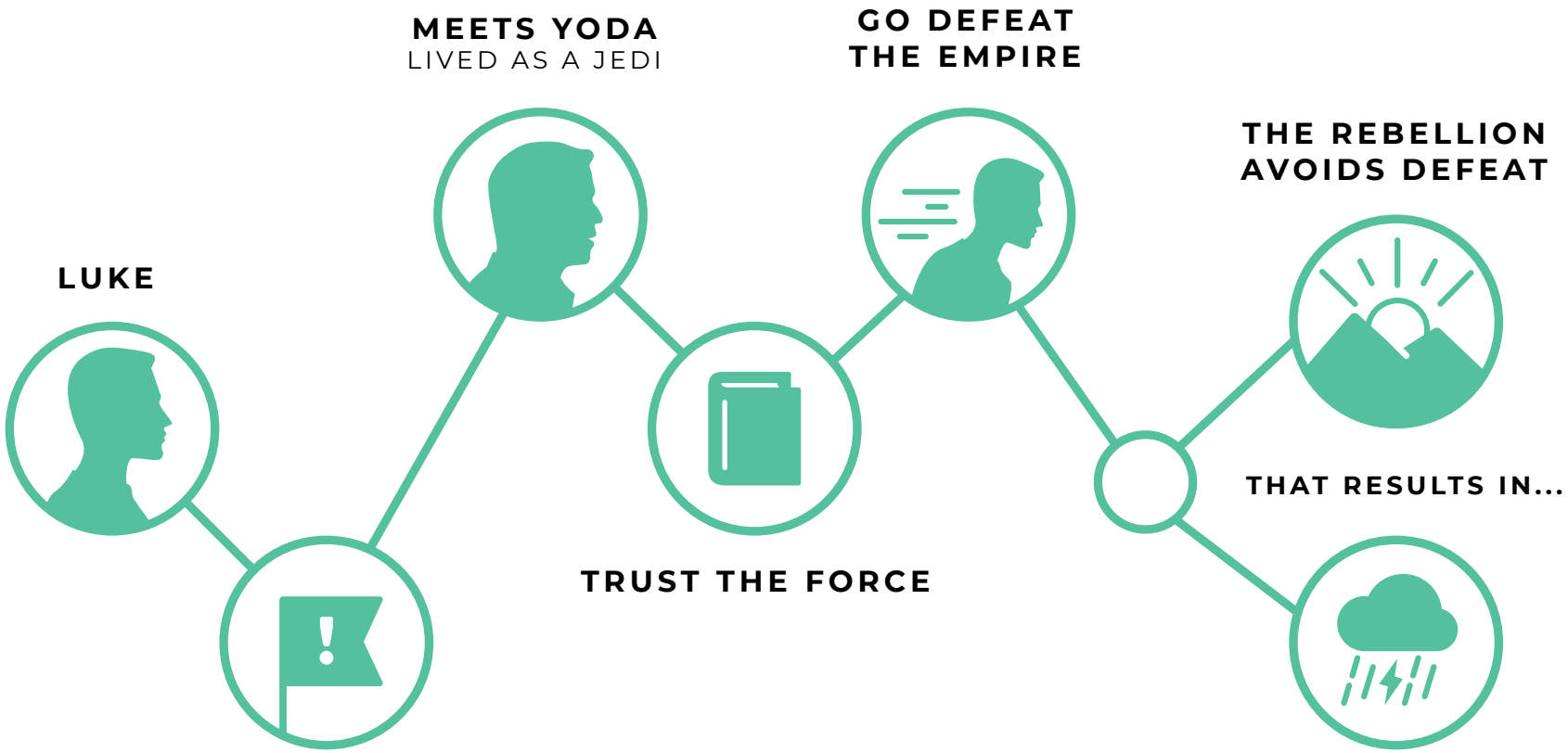
In the Hunger Games movies, Katniss is trying to survive the games and needs the help of Haymitch. Haymitch gives her confidence and a plan so she can win the games and survive.



EXTERNAL: MUST SURVIVE
INTERNAL: MUST STAY GOOD & AUTHENTIC
PHILOSOPHICAL: TYRANNY VS. DEMOCRACY

STAR WARS

Luke wants to rebel against the Empire, but he also wants to know if he has what it takes to be a Jedi. It's Yoda who gives him confidence, a plan, and training to go out and defeat the enemy. The happy ending happens when Luke destroys the Death Star.

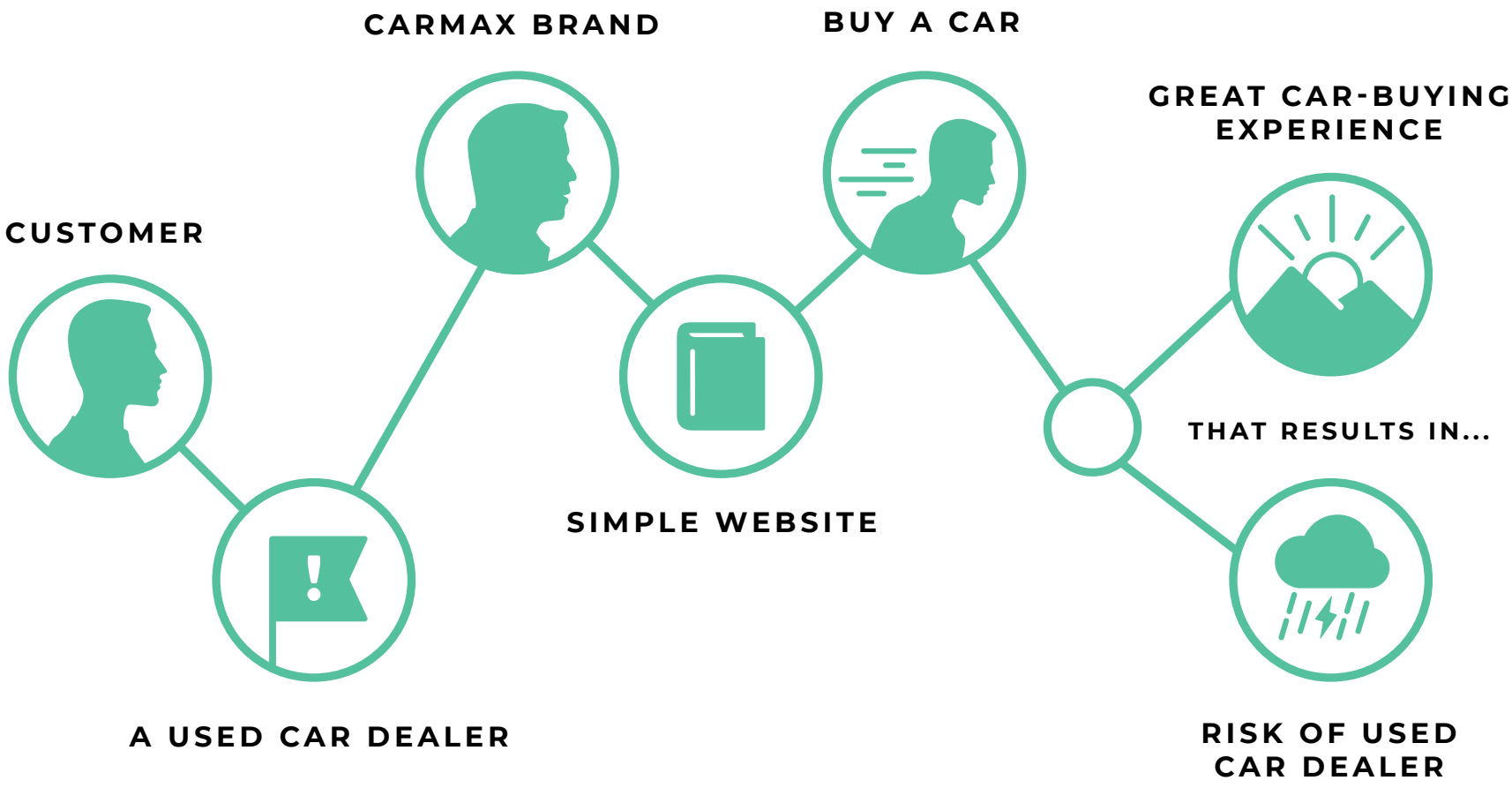


EXTERNAL: MUST DEFEAT THE EMPIRE
INTERNAL: IS HE A JEDI?
PHILOSOPHICAL: GOOD VS. EVIL

Now, let's translate how this framework would work for a business.

CARMAX

A car buyer wants a reliable used car but dreads the hassle and risks of dealing with a traditional used car dealer. That's where CarMax steps in—as the trusted guide—offering a simple website that makes browsing and buying easy. With a clear plan in place, the customer takes action, purchases a car, and avoids the usual headaches of pushy sales tactics and hidden fees. The happy ending? A smooth, stress-free car-buying experience with a car they love.



THE STORYBRAND

FRAMEWORK DEEP DIVE

Now, let's break down each part of The StoryBrand Framework. You'll see how each step plays a crucial role in creating a clear, compelling message that resonates with your client's customers. From identifying their pain points to painting a vision of success, every element helps guide customers toward action.

01.



A CHARACTER

StoryBrand Principle 1:

The customer is the hero, not your brand.

Instead of helping your client tell their story, **you want to help them tell *their customer's* story.** A compelling narrative begins when the hero (the customer) wants something. Start by identifying what your client's customers truly want.

For example, if your client runs a landscaping company, their customers want a beautiful, low-maintenance yard. **Effective marketing doesn't create desire – it identifies and amplifies what the customer already wants.** When you identify what the customer wants, you have the first building block of a story-driven marketing message.

02.



WITH A PROBLEM

StoryBrand Principle 2:

A story captivates when conflict emerges.

A story gets interesting when conflict arises, and the same is true in marketing. **Your client's customers will only pay attention when they see their own problems clearly reflected in the message.** As a guide, your job is to help your client articulate their customer's problem clearly and consistently.

For example, if your client runs a landscaping company, they shouldn't just talk about their years of experience. Instead, they should highlight the customer's frustration: *"Your yard is overgrown, high-maintenance, and not the welcoming space you want it to be."* By clearly defining the problem in a way that resonates, your client will capture their customer's attention and make them more likely to take action.

03.



MEETS A GUIDE

StoryBrand Principle 3:

Customers aren't looking for another hero.
They're looking for a guide.

Your clients' customers are like the hero in every story – they can't solve their own problems, otherwise they wouldn't be seeking help in the first place. **As a guide, you help your clients step into the role of the guide, not the hero.**

In the case of a landscaping business, customers aren't looking for a company that simply boasts about how great they are at landscaping. They want a guide who can help them transform their overgrown yard into a beautiful, low-maintenance space. By positioning your client as the guide, you empower them to lead their customers toward the solutions they need.

04.



WHO GIVES THEM A PLAN

StoryBrand Principle 4:

Customers trust a guide who has a plan.

At this point in the process, your client's customers have recognized them as the guide, but they aren't ready to take action just yet. Why? Because they're facing the risk of losing time, money, and even peace of mind. They may feel uncertain or anxious. To help ease this concern, your client needs to provide a clear plan.

For example, the landscaping company's plan could be *1. Book a free consultation 2. Get a personalized estimate 3. Let us transform your yard into a low-maintenance paradise*.

By offering simple, actionable steps, your client reassures the customer that the process is manageable. **Giving the customer a plan not only builds trust but also dramatically increases the likelihood they'll move forward.**

05.



AND CALLS THEM TO ACTION

StoryBrand Principle 5:

Customers do not take action unless they are challenged to take action.

If your client doesn't clearly ask their customers to take action, they won't. This means your client's calls to action must be crystal clear. Have they clearly defined what they want their customers to do next? If not, customers won't know what action to take.

Whether it's scheduling a consultation or requesting a quote, the call to action must be direct and easy to follow. By making it clear, you'll guide customers to take that important next step toward engaging with your client's business.

06.



THAT HELPS THEM AVOID FAILURE

StoryBrand Principle 6:

Every human being is trying to avoid a tragic ending.

People are motivated by the desire to avoid failure or experience success. **You need to clearly define what's at stake for your client's customers if they don't take action.**

For example, with a landscaping business, not taking action could lead to a neglected, overgrown yard—one that no longer feels like a place of relaxation or joy. Instead of enjoying the outdoors, the entire family may retreat indoors, glued to screens, missing out on moments of connection and fresh air.

By showing customers what they stand to lose, you create a powerful sense of urgency, compelling them to take action before it's too late.

07.



AND ENDS IN SUCCESS

StoryBrand Principle 7:

Never assume people understand how a brand can change their lives. Tell them.

Your client needs to paint a vivid picture of what their customers' lives will look like after engaging their services.

For example, with a landscaping business, the vision could be a stunningly transformed yard – one that becomes a peaceful outdoor retreat where the family can gather, relax, and enjoy healthier, more active hobbies together. By defining this vision, your client helps customers see how taking action can lead to a vibrant, joyful lifestyle, filled with memorable moments and a refreshed connection to nature.



As a Storybrand Certified Guide, you'll get everything you need to teach the framework in various settings including **workshops, masterminds, keynotes, one-on-one consulting, and even as a Fractional Chief Marketing Officer (CMO)** to help your clients clarify their message and fuel business growth.

Here are the products you can sell.

StoryBrand Certified Guides receive ready-to-use materials and content to effectively deliver each of these products, including a StoryBrand.ai pro account to create StoryBrand-informed marketing assets quickly.

Product	Description	Suggested Pricing
StoryBrand Workshop Perfect for 5-25 people	1 day workshop (virtual or in-person) to teach clients the framework, develop their BrandScript, and create key marketing assets.	**Starting at $3,999 + $299 per additional participant over 5 people.**
StoryBrand Mastermind Perfect for a group of 8-15 likeminded business owners	4 month mastermind to help business owners create their StoryBrand BrandScript, develop their marketing strategy, and implement marketing campaigns.	**Starting at $699 per person per month**
StoryBrand 1:1 Consulting Perfect for individual business owners or leaders	6-8 sessions to help business owners create their StoryBrand BrandScript, create their marketing strategy, and review and optimize their marketing assets.	**Starting at $399 per session**
Lead Generating Keynote Perfect for business events or conferences	Help your audience learn the power of the StoryBrand Framework and how they can implement it in their own businesses.	**Free (because you'll use it to generate leads)**
Fractional Chief Marketing Officer (CMO) Perfect for businesses needing marketing leadership	A 6-12 month engagement where you'll create and implement the comprehensive StoryBrand messaging across different departments and/or products, develop strategic marketing plans, build high-performing marketing teams, create measurement frameworks to track messaging effectiveness, and more.	**Starting at $25,000 - $50,000**

StoryBrand.ai

Implementing the StoryBrand Framework Using StoryBrand.ai

As a StoryBrand Certified Guide, you'll become an expert in helping businesses clarify their message and create marketing that drives results. Your expertise in the StoryBrand Framework is in high demand as businesses seek guidance on refining their messaging, making strategic marketing decisions, and running effective campaigns. However, creating all the marketing materials – emails, websites, sales scripts, and lead generators – can be time-consuming.

That's where StoryBrand.ai comes in.

StoryBrand.ai is the perfect tool to help your clients quickly generate high-quality marketing collateral based on the StoryBrand Framework. Instead of spending hours crafting every piece of copy, you can instantly create StoryBrand-aligned assets that connect with customers and accelerate business growth. With StoryBrand.ai, you can turn your clients' clear message into powerful marketing materials that drive results – fast.

What Can You Create with StoryBrand.ai?

Messaging

- **BrandScript:** Develop a clear, compelling message that follows the StoryBrand 7-Part Framework.
- **Tagline:** Craft a short, memorable phrase that grabs attention and inspires action.

Products & Services

- **Product or Service Name:** Brainstorm powerful, unforgettable names for new offerings.
- **Product Description:** Write compelling copy that highlights value and makes any product irresistible.
- **Packaging Copy:** Create persuasive text for product packaging that stands out and sells.

Marketing

- **Website Wireframe:** Generate the layout and messaging for high-converting landing pages.
- **Lead Generator Ideas:** Brainstorm irresistible, free resources to attract leads.
- **Lead Generating PDF:** Create a downloadable resource that builds trust and grows email lists.
- **Domain Name Suggestions:** Find the perfect domain for a business, product, or lead generator.
- **Nurture Emails:** Design email campaigns that build relationships and keep clients engaged.

Sales

- **Sales Emails:** Write persuasive messages that build trust and close the sale.
- **Sales Talking Points:** Equip sales teams with clear, compelling messaging.
- **One-Liner:** Craft an elevator pitch that sparks curiosity and explains what a brand does in seconds.

Media & Content

- **Video Scripts:** Generate scripts that deliver a clear, engaging message on camera.
- **Social Post Ideas & Captions:** Create attention-grabbing content for any platform.

Brand Ambassador

- **Brand or Product Story:** Develop a compelling story for a website's "About" page or marketing materials.

Marketing Campaigns

- **Build a full campaign** with customizable assets, including emails, social posts, landing pages, and more.

How StoryBrand Guides Can Use StoryBrand.ai

1. **During Consulting Sessions**
   Guide clients through the BrandScript process and immediately generate marketing materials they can use.

2. **In Workshops & Masterminds**
   Help businesses create clear messaging and turn it into sales-driving assets on the spot.

3. **As a Fractional CMO**
   Deliver comprehensive marketing strategies by implementing StoryBrand messaging across all platforms.

4. **Anytime You Need It**
   Use StoryBrand.ai to craft marketing for your own business, work on client work outside of consulting engagements, or for anything else you might need!

By leveraging StoryBrand.ai, you can scale your business, deliver faster results for clients, and confidently sell marketing services that drive real growth.

Your StoryBrand.ai Pro account is included with your certification – so you can start using it immediately!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