



How to create the **PERFECT** Homepage for your website.

We must **Define** before we **Design**.

The Problem

Every day, people are bombarded with information. Because they are being bombarded, they only listen to people (and brands) that communicate simply and clearly.

The Solution

The StoryBrand 7-Part Framework uses ancient storytelling principles to help you clarify your message. Once you learn the framework, you'll be seen, heard, and understood, both in your company's internal and external communication.

The Plan

HERE'S HOW THE PROCESS WORKS:

1. Learn the framework through this workbook.
2. Filter all your communication (starting with your website) through the framework.
3. Finally get traction on all you are trying to accomplish in the marketplace.

The StoryBrand Framework



What do they want?

Write a descriptor sentence to explain your header and draw people in more.

Direct CTA



A CHARACTER

The customer is the hero, not your brand.

Instead of telling our story, we want to invite customers into a story. To do this, the first thing we need to do is identify something they want. A story starts when the hero (customer) wants something. We must stimulate a desire in our customer or stakeholder by identifying something they want.

What do they want?

What do your customers want as it relates to your product or service?

Write a descriptor sentence to explain your header and draw people in more.



Do you struggle with:

- Problem 1 goes here.
- Problem 2 goes here.
- Problem 3 goes here.
- Problem 4 goes here.

Direct CTA

HAS A PROBLEM

A story really gets interesting when a conflict is defined. You must talk about your customers' problems over and over.

A story hooks the audience when the main character encounters conflict. Similarly, our customers or stakeholders will only come to our website or listen to our sales pitch if we've identified their problem. By defining their problem and stating it clearly, we cause our stakeholders to move toward us and engage us in business.

Villain

Is there a root cause of your customers' problems? Can you personify this root cause as a villain?

What is the villain in your customer's story?

External

What is a problem your customers deal with as it relates to your product or service?

Internal

How is this villain making your customers feel?

Philosophical

Why is it "just plain wrong" for your customers to be burdened by this problem?



Meet Your Guide

We know how hard it is to deal with... Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut lab

- ✓ More than 20k happy coffee drinkers
- ✓ More than \$10k saved on coffee
- ✓ More than 100 hours of time saved

Direct CTA

Featured In/Trusted By/Testimonials



AND MEETS A GUIDE

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

Characters in trouble can't solve their own problems, otherwise they'd never have gotten into trouble in the first place. Because of this, heroes encounter a guide who helps them win the day. Similarly, customers aren't looking for other heroes. They are looking for a guide to help them. For this reason, you never want to play the hero and you always want to play the guide.

Empathy

What brief statement can you make that expresses empathy and understanding?

Examples: We know how hard it is to deal with... Many of our customers have struggled with...
Don't you just hate it when... We understand how it feels to... Like you, we're troubled by...

Authority

How can you demonstrate competency in solving your customer's problem?

Examples: Statistics, Awards, Business Client/Partner Logos, Media, Testimonials

How It Works



Select Online

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Get It Delivered

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Enjoy Your Fresh Food

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Direct CTA

WHO GIVES THEM A PLAN

Customers trust a guide who has a plan.

At this point in the process, customers have identified us as their guide, but they aren't going to place an order. Why? Because it's the first time in the journey they are at risk. They could lose time, money, and even respect. They are worried and possibly scared. By giving the customer a plan, you give them baby steps and essentially say "It's easy to work with us. Just take these steps." Giving a customer a plan dramatically increases their engagement.

Process

Are there 3 or 4 steps your customers can take that would lead the to a sale or explain how they would use your product after the sale?

Agreement

List the agreements you can make with your customers to alleviate their fears of doing business with you.



Go From This Not Great State

To This Really Awesome State

Direct CTA

AND CALLS THEM TO ACTION

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

Customers must be called to action. Unless we challenge people to take action, they won't. This means our calls to action must be crystal clear. Have we defined exactly what we want our stakeholders to do? If not, they won't take action. Nobody can read our minds. We have to call them to action clearly.

Direct

What is your direct call to action?

Examples: Buy Now, Schedule an Appointment, Register Today, let's do business together, Talk to a representative, Schedule a Consultation



Download our FREE PDF and start today.

THAT HELPS THEM AVOID A FAILURE

Every human being is trying to avoid a tragic ending.

People are either motivated to avoid failure or experience success. In our communication, we must define what is at stake for our customers if they do or don't take action. Could they lose money? Could their health be at risk? Define what your customers or stakeholders could lose if they do not engage your business.

List the negative consequences your customers will experience if they don't use your product or service.

Transitional

What transitional calls to action will you use to on-ramp customers?

Examples: Lead generating PDF, eBook, Webinar, eCourse, Open house

What people will experience when they work with you.

- ▶ This is something you promise to do when working with the customer.
- ▶ This is another promise for what the customer will experience.
- ▶ This is a third promise you make to the customer.

Direct CTA



AND ENDS IN SUCCESS

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

People move toward a vision of success and if we do not cast that vision for them, they will not know what direction we want them to move. We must clearly define what a customer or stakeholder's life will look like if they engage our business.

List the positive changes your customers will experience if they use your product or service.

A STORY MUST BE CLEAR.

The key to a GREAT BrandScript is clarity. This means we must be willing to leave plenty of good stuff on the editing room floor. We cannot include everything in our message. We must make it simple and clear.



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