



HOMEWORK

CRAFT YOUR BRAND STORY LESSON 1

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LESSON 1 THE FIVE P's

BRAINSTORM

Brainstorm ideas for your answers to the five P's of your Brand Story.

People: Who is your ideal customer — what do they want? What vision do they have for their future?

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Problem: What are 1-3 problems stopping them from achieving their vision?

Perspective: How can you help your customers believe they can achieve their vision?

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Plan: The step-by-step plan your customers must follow to become successful.

Payoff: How the plan resulted in a success or failure for your customer. *Consider internal (mindset, self-actualization) and external (money, prestige) results.

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SIMPLIFY

Simplify your Brand Story notes by writing 1-3 sentence answers for the 5 P's

People:

Problem:

Perspective:

Plan:

Payoff:

LESSON 1

THE FIVE P_s

ACTION STEPS

Step 1

Brainstorm ideas for your answers to the five P's of your Brand Story.

Step 2

Simplify your Brand Story notes by writing 1-3 sentence answers for the 5 P's.

Step 3

Schedule and hold a quick interview call with a current (or ideal) customer to review your answers and receive feedback.