



# **HOMEWORK**

## **CRAFT YOUR BRAND STORY LESSON 2**



# HOMework

## CRAFT YOUR BRAND STORY

### LESSON 2 YOUR ONE MESSAGE

#### PROBLEM

*What problem do you help customers solve?*

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#### SOLUTION

*What do you offer (as a product or service) that solves your customer's problem?*

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#### PAYOFF

*What successful result does your solution create for your customers?*

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## HOMework

# CRAFT YOUR BRAND STORY

### One Message

*Combine the problem, solution, and payoff into one or two sentences.*

Many \_\_\_\_\_ (customer identity)  
struggle with \_\_\_\_\_ (problem).  
We use \_\_\_\_\_ (solution)  
in order to \_\_\_\_\_ (payoff).

Sample:

*Many business leaders struggle to create impactful marketing content that actually works. Content Supply uses a 3-step process in order to help them grow their business, make more money, and stand out from the crowd.*

Your One Message:

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## HOMework

# CRAFT YOUR BRAND STORY

### Your Team

Depending on the size of your team, interview three team members and ask the following question...

#### ***What does our company do?***

Takes notes on each response below:

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*To make sure your team is aligned with your brand story, ask yourself:*

- ☐ Are all the answers the same?
- ☐ Is there confidence in the responses?

If the responses are all different that means you're like most businesses and haven't clearly communicated your brand story.

This lack of clarity is costing you a great deal your company communications lack consistency. Your team is most likely sharing mixed messages to customers and each other.

You're not alone and there's a quick fix. Simply invite them to memorize and share your ONE MESSAGE.

## HOMEWORK

# CRAFT YOUR BRAND STORY

# Your Customer

Follow a similar process by aligning your brand story with your customers, who are supposed to be the characters in the story!

Interview three ideal or current customers and ask them the same question you asked your team...

## What does our company do?

Takes notes on each response below:

[illegible]

## **HOMEWORK**

# CRAFT YOUR BRAND STORY

Are the answers consistent?

Most likely, each response is different.

This means you have not clearly communicated your brand message with your team and customers who are the only people that can help your business grow.

Now copy and paste your newly written ONE MESSAGE and send it around to your team and customers with a simple note that says something like, "To help us more clearly talk about what we do as a company I created simple message we can all memorize and share in our marketing, bios, and conversations. Here it is! ..."

## LESSON 2

### YOUR ONE MESSAGE

#### ACTION STEPS

##### **Step 4**

Write down your three answers to Problem, Solution and Payoff.

##### **Step 5**

Combine your three answers into a 1-2 sentence statement that will become your One Message.

##### **Step 6**

Share your One Message with all team members and customers as a way to describe what your company does in a simple, yet powerful way.