



INSTRUCTIONS

CRAFT YOUR BRAND STORY LESSON 4

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LESSON 4 TRANSFORMATION BELIEFS

Action Step #10

The best stories transform beliefs. Frodo Baggins needed to go on a journey and face conflict on his way to destroy the evil ring in order to build the belief that he could be successful — even in the final seconds.

Every powerful story follows the same process. The main character develops new beliefs as they become a new, better person by the time the credits roll or the book closes. Most of the messages you share in your content will be most effective when you have a goal of transforming beliefs.

So what do you think? In this action step, complete the Lesson #4 homework to **record your impressions about how Belief Transformation plays a role in people's buying decisions.**

Action Step #11

It's time to get clear on the belief transformations that your customers will go through when interacting with your business and content. **In this lesson's homework, answer the five guiding questions about Belief Transformation.**

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Action Step #12

Your final action step in this lesson is to **write down multiple message ideas following the Belief Transformation patterns.** These message ideas will guide your future content creation.

Congratulations on crafting your brand story!



LESSON 4

TRANSFORMATION BELIEFS

ACTION STEPS

Step 10

Record your impressions about how Belief Transformation plays a role in people's buying decisions.

Step 11

Answer the five guiding questions about Belief Transformation.

Step 12

Using the story planning template, write down multiple message ideas following the Belief Transformation patterns.