



CRAFT YOUR BRAND STORY

TRANSCRIPT - WEEK 1

Welcome to week one. We are going to talk about your brand story, but when I say your brand story, it's actually about your customers. So think about this as you answer these questions and do these action items. Who is the perfect case study behind how you help your customers get results in your business? Were you the perfect case study at some point or is it one of your customers?

You need to approach the five P's of your brand story with the perfect case study in mind. The first action item is to brainstorm as many answers as possible to the five P's of your brand story, people, problem, perspective, plan, and pay off. With each of these P's, there's guiding questions that helps you really understand how to brainstorm and document these. Don't feel restricted, like I'm only going to do a couple of words or a couple sentences, write as much information as comes to your mind.

This way you have that material to then approach action item number two, which is to then simplify all of this information into one to three sentences for each P in your brand story. Think of this like a script. You can hand this over to a customer, a team member, and it describes your customer, it describes the journey you're taking them on, and then you can recognize how this story is actually a key part of say a course, a product or service that you're offering. You want to transform your customers as a result of experiencing your business.

Action item number three is to schedule an interview, book a quick call on your calendar with a past client, current client, or potential client, someone who you can interview and share these five P's of your brand story to get their feedback, and to get



them to share whether it resonates with them or not, or maybe they added some additional ideas.

Because especially when you hit record, if you're using Zoom or Skype, you can hit record, then you can receive all this feedback and identify more, maybe discover more about the problems your customers are experiencing, or more of what makes them unique and complex, right? Their desires and how you can offer them something that helps them get those desires accomplished, get those dreams accomplished. Maybe you can understand more of the beliefs that are holding them back, right?

So, spending that time to interact with them and to interview them is going to further refine this brand story. So that way once these one to three sentences are documented for each of these P's, then it becomes a script, something you can follow every single time you go to create content and talk about your customers.

So to recap, three action items for this week, all about brand story. The first action item is to brainstorm as many ideas as possible related to each of the five P's of your brand story. Then action item number two is to simplify all of this information into one to three sentences for each of those five P's. Then action item number three is to then interview a customer, whether it's past, current, potential and get their feedback, whether this information resonates with them or you need to update it. Make sure to record the interview as well.

I guarantee that as you implement these items and begin to actually document this information about the perfect customer, taking them through this story that your business will guide them through, you will guide them through, then your messaging will be a lot more clear and powerful for your customers to listen and buy what you have to offer.