

The background of the slide is a soft-focus photograph of a workspace. In the foreground, a white computer keyboard is visible. To the right, a portion of a spiral-bound notebook with a light-colored cover is seen. On the left, a green plant with long, thin leaves is partially visible. The overall lighting is bright and airy. Teal-colored geometric patterns, consisting of overlapping circles, are located in the top right and bottom left corners of the slide.

# **HOMEWORK**

## **CRAFT YOUR BRAND STORY LESSON 4**

## HOMework

# CRAFT YOUR BRAND STORY

### LESSON 4 TRANSFORMATION BELIEFS

After watching today's lesson, answer the question: How does belief transformation play a role in people's buying decisions?

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**What current beliefs stop your customers from buying your product or service?**

*This is the specific idea, false story, objection, pain or problem that is stopping them from finding a solution.*

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## **HOMEWORK**

# CRAFT YOUR BRAND STORY

### **What new beliefs do your customers need to be ready to buy?**

*This is the opposite of a false belief and should be positive in nature. Think of the one thing your perfect customer must believe to buy your product or service.*

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### **What story can you share that relates to these old and new beliefs?**

*This may be a personal, customer, fictional or non-fictional story. There may even be multiple stories you can tell related to each belief.*

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### **What hooks can you share that'll pique the interest of your ideal customer to want to listen, watch or read this story?**

*Why should someone care about creating a new belief? There may be multiple hooks to use and can come in the form of a polarizing statement or thought-provoking question.*

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## HOMework

# CRAFT YOUR BRAND STORY

**What do you offer that's the solution to the problem present in the belief and story?**

*Assign relevant offers to the right story. This will include any product and service.*

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Most of the messages you share in your videos, podcasts, webinars (your content!) will be most effective when you have a goal of transforming beliefs.

Use the planning template below to begin creating multiple messages that will help your customers believe that your product or service is the solution to their problems.

Invite them into your brand story as you build your marketing plan and create your content.

<b>Current Belief</b>	What false beliefs are keeping customers from buying products/services?	<b>I'm not good enough to...</b>
<b>New Belief</b>	What must the customer believe to be ready to buy (internal, external, etc.)?	<b>I do have what it takes to...</b>
<b>Story</b>	What personal or customer stories can be shared that are relevant to belief transformation?	<b>Story of discovering the solution...</b>
<b>Hook</b>	What question or statement will attract attention to the story?	<b>Do you feel like you're not...</b>
<b>Offer</b>	What question or statement will attract attention to the story?	<b>Product/Service</b>



## 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.