



INSTRUCTIONS

CRAFT YOUR BRAND STORY LESSON 1

INSTRUCTIONS

CRAFT YOUR BRAND STORY

LESSON 1 THE FIVE P's

Action Step #1

Every successful business has superpowers because they're unique in how they serve their customers. With superpowers, comes superheroes with unique origin stories. So what's the origin story for your business? What's your why?

The following framework shows the progression that happens for every character in their journey of transformation (this is often called the "hero's journey"). In talking about the story for your brand — **your customer is the hero.**

In this action step, you'll **brainstorm as many ideas for your answers to the 5 P's of your brand story.** They are:

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

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?

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.

INSTRUCTIONS

CRAFT YOUR BRAND STORY

Action Step #2

Congratulations! Now that you've brainstormed your ideas, complete your next action step to **simplify your Brand Story notes by writing 1-3 sentence answers for the 5 Ps**. Think of this like a script that you can hand over to a customer or team member, which describes your customer and the journey you're taking them on. You want to transform your customers as a result of experiencing your business!

Action Step #3

Your next action step is to **schedule and hold a quick interview call with a current (or ideal) customer to review your answers and receive feedback**. This interview will help you discover more about the problems your customers are experiencing, their unique desires, and how you can offer them something that helps them accomplish those desires. It will also help you know that you're on the right track with your 5 P's!



LESSON 1

THE FIVE P's

ACTION STEPS

Step 1

Brainstorm ideas for your answers to the 5 P's of your Brand Story.

Step 2

Simplify your Brand Story notes by writing 1-3 sentences for each of 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.