



CRAFT YOUR BRAND STORY

TRANSCRIPT - WEEK 2

Welcome to week two. The focus this week is all about the one message you can use to immediately attract your perfect customer and repel the wrong ones. So this is about a one to three sentence statement that you should memorize, your team, your customers should memorize to be ambassadors for your business. You'll find that some of these pieces overlap with what you documented in week one about your brand story, so lean into that as well as get this clearly defined because this will be a powerful tool for all of your marketing and your content creation.

So the first action item is to write down your three answers to the guiding questions all about the problem, the solution and the payoff. So use the guiding questions to write your answers to each of these three areas.

And then move on to action item number two, which is to combine or consolidate all these answers into a one to three sentence statement that's called your one message. To do this, there are some examples, but you're going to have to definitely trim off the fluff. Make sure it's a very simple language that a five year old can understand and then get that written down and ready for action item number three.

So action item number three is to share this one message, share this one to three sentence statement with your team members, with your customers, and get their reactions. Oftentimes I even recommend people to interview their team or their customers before you go to get clear on this one message, because you'll find answers probably vary quite a bit when you ask your customers, "What does our company do," or ask your team that question. And so when you can go and share this one message



with your team and your customers, and basically ask them to memorize it, then they can be ambassadors and really clearly talk about what your company does.

So let's recap, week number two, the focus is on your one message, a one to three sentence statement that helps you simply yet powerfully talk about your business. And the first action item is to write the answers to the three areas of problem, solution and payoff. And then action item number two is to combine those answers into a one to three sentence statement. And then action item number three is to share this one to three sentence statement called the one message with customers and team members and get their feedback to make sure they understand it and even get them to memorize it.

So I would love to hear your answers to your one message so that we can all get excited about what your company does and clearly understand what it does and why it does it and how you are helping your customers. So that's week number two, I can't wait to see what you have for your one message.