



CRAFT YOUR BRAND STORY

TRANSCRIPT - WEEK 4

Welcome to week number four. So you've now documented your three essential messages. This week is kind of like a capstone to these three messages. It's all about belief transformation. So in every great story, whether it's in a movie, in your own life, in a novel, customers, the list goes on. Every great story involves a transformation of beliefs. The main character moves from where they currently are to where they need to be at the end of the story. They have become more self-actualized, a better person, a more fulfilled person. In particular, the most compelling stories are the ones where the character had a change in how they thought about the world and themselves and other people. It's this belief, it's this mindset transformation.

So in order to transform beliefs in your marketing, which is essential to get anyone to buy from you, you need to focus on the following guiding key words and action items. So in order to transform beliefs in your marketing, which is essential to get customers to actually buy from you, then you need to focus on these action items.

The first action item is to record your impressions and ideas around how belief transformation plays a role in people's buying decisions. Record those impressions in your notes area, in the resources with this week, and then move on to action item number two.

Action item number two is to answer the five belief transformation questions. These questions are what current beliefs stop your customers from buying your product or service? What new beliefs do your customers need to be ready to buy? What story can you share from your own life or your customer's life or a story or film that relates to these old and new beliefs, this transformation of belief? And then what hooks can you



share that will pique the interest of your ideal customer to want to listen, watch and read the story? The hook often goes at the beginning of the story, but it gives you a little bit more clarity to know where the story is going and how these beliefs are transformed, for someone not ready to buy what you offer to someone who is fully committed and believes that what you do offer is the product or service they need to be successful. You want to eliminate that pain, eliminate that belief that's stopping them and you could do that through storytelling. So document your answers to these five guiding questions about belief, transformation, and then move on to action item number three.

Action item number three is using the template that we provided for this week, where you can begin to document actual stories. Whether it's a fictional story (but it's a good analogy) or a way to communicate a certain point, certain belief pattern, or maybe it's a customer story or your own story or your brand story. And you can use this template to document the belief transformation that you take customers through. And this will guide maybe your next podcast episode or a video you create, webinar you host, interview you do, the list goes on.

In your content creation and your marketing in order to get someone to buy from you, again, you need to transform beliefs. You need to take them from where they currently are, what they currently believe into a new way of thinking. And you do that through telling stories. You do that through helping them believe that they have what it takes. They can be successful with your business, with your product and your service.

So let's recap. Week number four, all about belief transformation, is taking these three essential messages from the previous weeks and then using them to record your impressions around how belief transformation happens for people's buying decisions, particularly your customers. And then give answers to the five guiding questions around belief transformation that we provide to you. And then action item number three is to use the story planning template to begin to write out multiple messages related to transforming beliefs for your customers. This will guide all your content



creation, all your marketing and give you the confidence to know that I am helping my customers naturally become converted to buy my products and my services.

Thanks for joining me over these four weeks. I'm excited to see your own belief transformation in the way that you approach your marketing, knowing that now that I have the language to use, I can show up to my customers in a way that gets them to connect with me, particularly profitable connections and buy from me. If you have any more questions or are looking for more coaching and feedback, I'm here to answer them and help guide you to use messaging in a way that is powerful to transform your customers and your own business.