

BUILDING A STORY BRAND 2.0
WORKSHEET • Session 2

PART 1: POSITION YOUR ORGANIZATION AS THE GUIDE

Customers don't want another hero – they want a guide who understands the problem and can help them succeed.

Show EMPATHY - what problem does your audience struggle with?
Remember your villain! Your hero may have external, internal, and philosophical problems.

Show AUTHORITY - why should people trust you to help? Experience, results, testimonials, social proof, community trust?

PART 2: CREATE A SIMPLE PLAN

Create a simple 3-step plan for working with you:
*People are more likely to engage with a company's product or service when they **know exactly what will happen next.***

STEP 1:

STEP 2:

STEP 3:



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PART 3: YOUR CALL TO ACTION

What clear action should someone take after learning about you?

Direct Call to Action?
(Example: Register, Donate, Schedule, Apply, etc.)

Transitional Call to Action?
For people who need a smaller step first. (Example: attend an event, download a guide, follow your page, etc.)

PART 4: WHAT HAPPENS IF THE PROBLEM ISN'T SOLVED?

*Stories matter when **something important is at stake.***

What negative outcomes might happen if the problem continues?
(Prompts: lost opportunities, missed growth, continued frustration, etc.)

PART 5: DEFINE SUCCESS

*Help your audience imagine a **better future** your organization helps create.*

External Success
What tangible result happens?

Internal Success
How does the customer feel?

Philosophical Success
What deeper belief does your organization meet? (Ex: Local communities deserve thriving small businesses.")



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FINAL EXERCISE – YOUR STORYBRAND MESSAGE

Use the framework below to draft a simple message.

We help

_____

who struggle with

_____

by providing

_____

so they can

_____

_____

REFLECTION QUESTION

What is one change you could make this month to make your message more clear??

_____

_____

_____

_____