

WHAT YOU SAY & HOW YOU SAY IT MATTERS

Brand Playbook Worksheet

What you say and how you say it matters. Your messaging to prospects and customers must be clear and engaging. When we confuse people, we lose them! Your brand playbook will give you a way to easily create consistent messaging that engages your ideal clients.

Company

Date

1. A CHARACTER

What do they want? What do your customers want as it relates to your product or service? Don't focus on more than one thing.

2. HAS A PROBLEM

a. Villain

Is there a root cause of your customers' problems (all 3 types)? Can you personify this root cause as a villain? What is the villain in your customer's story? What is the chief source of conflict your products/services defeat? What is driving your customers crazy?

b. External

What is a problem your customers deal with as it relates to your product or service? What external problem is the villain causing?

c. Internal

How is this villain making your customers feel? How is the external problem making your customers feel? What frustrations do your products resolve?

d. Philosophical

Why is it "just plain wrong" for your customers to be burdened by this problem? Why is it unjust for people to have to suffer at the hand of this villain? What is the deeper story your brand contributes to? What is the greater right and wrong in the story?

3. AND MEETS A GUIDE

a. Empathy

What brief statement can you make that expresses empathy and understanding? Use phrases like "we know how hard it is...", "many of our customers have struggled with...", "don't you just hate it when...", "we understand how it feels to...", "like you, we are troubled by..."

b. Authority

How can you demonstrate competency in solving your customer's problem?

4. WHO GIVES THEM A PLAN

a. Process

Are there 3 or 4 steps your customers can take that would lead them to a sale or explain how they would use your product after the sale? This alleviates confusion. You want to show customers how simple and easy it is to do business with you. Can you give your plan a memorable name?

b. Agreement

List the agreements you can make with your customers to alleviate their fears of doing business with you. This alleviates fear.

5. AND CALLS THEM TO ACTION

a. Direct

What is your direct call to action?

b. Transitional

What transitional calls to action will you use to capture people who aren't ready to buy? Effective transitional calls to action help you accomplish 4 things. 1. Slowly on-ramp people 2. Position yourself as the guide 3. Create reciprocity 4. Stake claim to your territory.

6. AND HELPS THEM AVOID FAILURE

List the negative consequences your customers will experience if they don't use your product or service. What are you helping your customer avoid? Focus on 4-8 here.

7. THAT ENDS IN SUCCESS

List the positive changes your customers will experience if they use your product or service. Have 8-12 you can use.

8. CHARACTER TRANSFORMATION

a. From

How was your customer feeling about themselves before they used your product or service?

b. To

Who will your customer become after they use your product or service? What is their aspirational identity? Who does your customer want to become as it relates to your brand? How do they want to be perceived?

9. BRAND NARRATIVE

Below is the full story of the brand playbook elements combined to create a brand narrative

10. YOUR ONE-LINER/TALKING LOGO

This is the statement you will use when anyone asks you "what do you do?" It's a distilled version of the problem + product/solution + result from the brand playbook. Another formula to use is action verb (I show, I teach, I help) + target market + how to X (solve a problem or meet a need). It's more than a tagline. It's a single statement that helps people realize why they need to do business with you. You can use this in all of your marketing channels and marketing collateral.

11. YOUR CORE MESSAGE

This is the marketing message you will use to clearly communicate the benefit of doing business with your company. What makes you different from the competition? What promise can you make that will solve their problems?

