

StoryBrand 7 Framework for Storylliant

1.) A Hero

- Avatar:

- Entrepreneurs, business owners, managers.
- Men, age 25-40 (Adults)
- Financially well off
- Well-educated
- Interested in Marketing
- Dead-set on growing their business & becoming a successful entrepreneur

- What's the survival-centric desire?

To connect & be understood by their target customers.

(Because if they're not understood, they won't be able to connect with their customers & new customers... which means they won't grow & will eventually die.)

"Marketing that makes your brand be understood."

- What's the gap?

To go from having a confusing brand message & marketing → To having one that speaks CLEARLY, in a way that allows them to connect with their target customers & be understood — which ultimately translates to more sales, better customer satisfaction, and skyrocket growth for their business.

2.) Has a Problem

- Who/what's the villain?

Bland, unclear communication.

- External problem:

My marketing materials are hella confusing. I know it, my customers & potential customers know it. If I don't fix this, I'm gonna be leaving a LOT of opportunities on the table — and I pray to Heavens above my competitors don't fix this "confusion problem" first before I do...

- **Internal problem:**

- Is my business good enough?
- Am I just not smart enough?
- Am I just not 'attractive' enough for both my employees & target audience?
- I don't have the time...
- I'm confused..
- I hate staring at a blank screen, trying to come up with words...

- **Philosophical problem:**

Why does my business have to suffer because of bland communication? I know my stuff is good... I just don't know how to "sell stuff" with all this copywriting stuff!

Why is it fair that companies that does better marketing performs better than companies that fundamentally offers good products & services — companies like mine?

3.) And Meets a Guide: Storylliant

- **Empathy:**

We know how frustrating it is to have a business that offers great products & services — but is lacking in marketing.

Communication is, after all, one of the hardest things to do... ever.

That's why we're here to help. You don't have to do everything alone — you have us on your side, with our marketing brains, experience, and most importantly... dedication in helping you succeed.

We're here to let you know that marketing success is NOT impossible. No matter how "technical" you think your offer is, how good at 'selling stuff' your competitors are, or how complicated your audience are — with the right approach, and the right consultant with a particular set of marketing skillset (that's us), you can growth-hack your marketing performance in an instant.

You know your business deserve to become the #1. Otherwise you wouldn't be here.

Work with us, and we've got your back when it comes to marketing, copywriting, and creating a clear brand message.

Let's achieve greatness together.

- **Authority:**

- Testimonials
- Hubspot certifications
- Ratings (JSS)

4.) Who Gives Them a Plan

- Name of the Plan: “Storylliant Presents: Your 3-Step to Marketing Success”
- 3-Step:
 - 1.) Schedule a call with us
 - 2.) Let’s talk about your current marketing challenges
 - 3.) Create a solution & execute them together

5.) And Calls Them to Action

- Direct:

Schedule a call with Storylliant now

- Transitional:
 - PDF: Basic copywriting skills
 - Video training series
 - PDF: Buyer persona guide
 - etc.

6.) That Helps them Avoid Failure

- Threat #1: Lose money on pointless marketing

Most marketing gets lost in the sea of noise. We’ll ensure yours won’t become one of them.

- Threat #2: Get stuck in the entrepreneurship rat race

An entrepreneur’s life is hard if it’s not accompanied by success. If you don’t go all in, there’s no point in even trying.

- Threat #3: Their business will die

If the worst comes to the worst, any business that aren’t able to communicate their offer clearly will die. No ifs and buts about it.

7.) And Ends in Success

Everything gets easier once your marketing message is crystal-clear.

- External: have marketing that 'works' for their target customers

Marketing that generates revenue for their business (positive ROI).

- Internal:

I'm now a successful entrepreneur.

I now own and run a successful business.

My employees are relying on me, a reliable employer.

I've built trust with my employees, and they respect me. They'd walk through fire for me.

- Philosophical:

Finally, my business get what it deserves. The recognition & respect it deserves from 'the world.'

- Power/acceptance/transcendence:

Power: Money, status, admiration, respect.

Acceptance: Accept themselves as a decent person, a capable person by the community.

Successful.

Transcendence: They will be able to provide value to the world, make it a tiny bit better place.

Transformational Journey (From → To):

- Who does our customers want to become?

A person who's admired by the community, a pillar of his community, a genius in business and entrepreneurship. But also someone who's responsible enough to handle the responsibilities, obligations, and burdens of owning and running a successful business.

- How do they want to be described by their friends?

A successful, reliable man. Someone who'll be there for you when you need him, and who's actually ABLE to really help you with money, time, and his "caring" attitude.
