

MARKETING 101

UNDERSTANDING THE
HERO IN YOUR STORY





YOUR CUSTOMER IS THE HERO, NOT YOUR BRAND

2 mistakes businesses make with marketing:

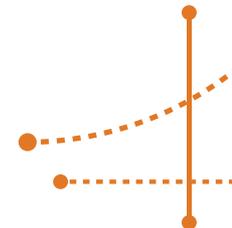
1. Fail to focus on the aspect of their offer that will help people survive and thrive (pain point)
2. Overcomplicate the message causing people to tune out.

Clarify your message so more customers will listen.

- Marketing has changed. Businesses that invite their customers into a heroic story grow.
- Need to communicate why your customer need your services in their lives.

Story is a powerful tool – it identifies the ambition, provides a plan to help conquer the challenges.

What do they want? What problems are you helping them solve? What will life look like after they engage with your services?



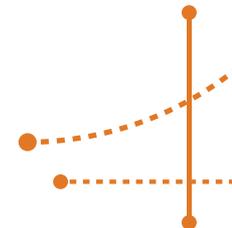


WHAT DOES YOUR CUSTOMER WANT/NEED?

Your customer is asking: can this brand really help me get what I want?

Pare down customer's ambition to a single focus from the list below:

- Conserving financial resources
- Conserving time
- Building a social network/finding a community
- Gaining status
- Accumulating resources
- Innate desire to be generous
- The desire for meaning (being part of something greater than self)





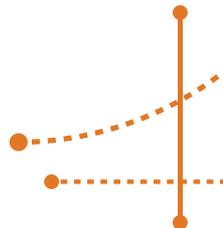
WHAT/WHO IS YOUR CUSTOMER'S VILLAIN?

Customers are looking to solve a problem that has disrupted their peaceful life. Talk about the problems they face in order to deepen their interest.

The 'villain' should be a root source, relatable, singular, real.

Personify the problems to capture the imagination and pinpoint a frustration.

- External problems – physical, tangible barriers
- Internal problems – people's internal desire to resolve a frustration is a greater motivator than their desire to solve an external problem
- Philosophical problems - what's the deeper meaning? People want to be involved in a story that is larger than themselves.





WHAT'S YOUR AUTHORITY?

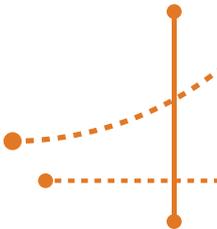
Customers aren't looking for another hero. They are looking for a guide who gives them a plan. Heroes are often ill-equipped and full of self-doubt.

Your customer is asking: "Can I trust this person?" and "Can I respect this person?"

They want a clear path you've laid out that takes away any confusion about how to do business with you. You need to convey:

- Empathy – a guide expresses an understanding of the pain and frustration of the hero. Creates a bond of trust.
- Authority – a guide shows competence. Not perfection.

Accomplish this with: testimonials, stats, awards, partnerships





WHAT'S YOUR PLAN OF ACTION?

Customers trust a guide who has a plan.

- When you identify the stones your customers can step on to get across the creek, you remove the risk and increase their comfort.

Plans accomplish:

1. Clarify how somebody can do business with you
2. Remove a sense of risk they might have if they're considering investing in your services

Process plan – describes the steps a customer needs to take to buy your service or the steps to take to use the service after purchase (schedule an appt, allow us to create a plan, lets execute the plan together)

Agreement Plan – about alleviating fears. Help them overcome their fear of doing business with you.



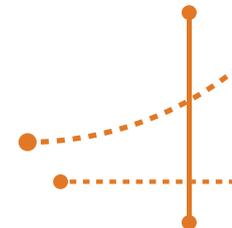
HOW WILL YOU CALL THEM TO ACTION?

Heroes don't act unless challenged or called to action.

A call to action (CTA) involves communicating a clear and direct step your customer can take to overcome their challenge and return to a peaceful life.

2 kinds of CTAs:

1. Direct CTA – something that leads to a sale or at least the first step down a path that leads to a sale. (get started, buy now, read more, etc)
2. Transitional CTA – used to further the relationship with a customer. Offer something for free. (download this resource, etc)





HOW WILL YOU HELP THEM AVOID FAILURE?

What's at stake?

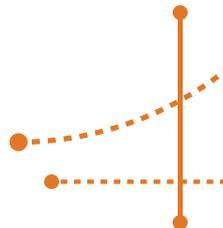
If nothing can be lost or gained, who cares?

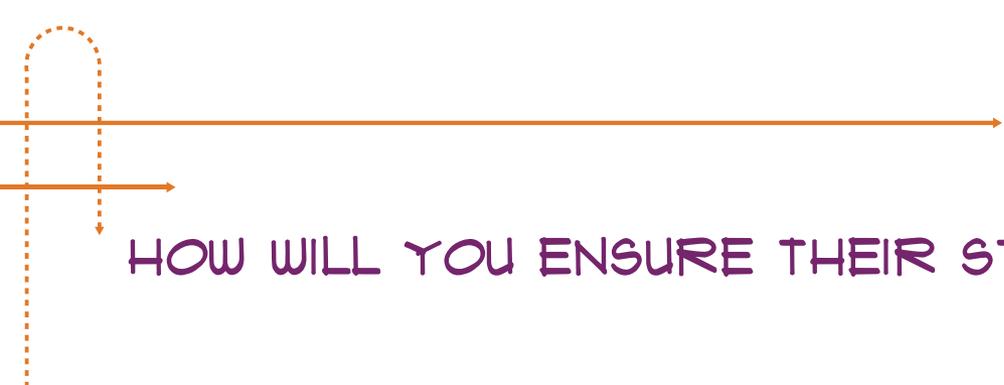
You need to show people the cost of not doing business with you.

Delicate balance. Don't fearmonger. High levels of fear are so strong people will block them out, low levels are too weak to produce the desired effect.

What negative consequences are you helping the customer avoid?

- Could customers lose money/time/energy if they don't do business with you?
- Is there an opportunity cost?
- Can they save money/time/energy working with you over a competitor?



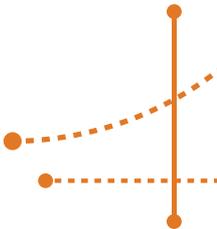


HOW WILL YOU ENSURE THEIR STORY ENDS IN SUCCESS?

- Never assume people understand how your brand can change their lives. Tell them.
- Offer a vision for how great your customer's life could be if they engage with your services.
- Where is your brand taking people? Provide a compelling image of an achievable future.

3 ways a story can end is by allowing the hero to:

1. Win some sort of power/position (offer access, create scarcity, offer a premium, offer identity association)
2. Be unified with somebody or something that makes them whole (reduce anxiety, reduce workload, provide more time)
3. Experience self-realization that also makes them whole (inspiration, acceptance, transcendence)





HOW WILL YOUR CUSTOMER TRANSFORM?

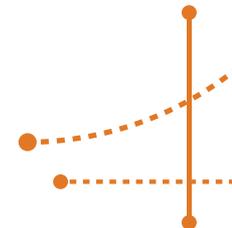
People want your brand to participate in their transformation.

How is your brand helping them become better versions of themselves?

- Are you helping them become wiser, more equipped, more at peace?

Create an aspirational identity for your customer.

- Think about how they want to be described by others. And can you help them become that kind of person?



A CHARACTER

AND MEETS A GUIDE

**AND CALLS THEM
TO ACTION**

THAT ENDS IN SUCCESS



HAS A PROBLEM

WHO GIVES THEM A PLAN

**AND HELPS THEM AVOID
FAILURE**



CHARACTER TRANSFORMATION