YOUR STORYBOARD

This brand storyboard was created to help you work through your ideal client, their needs, objections, and how you can overcome them. It is will also help you create your brand messaging. Storyboards are created to help guide you through a process and this is one is no exception.

WHERE TO BEGIN:

CHARACTER: Your brand's storyboard begins with the character. The character is your ideal client, not you. Like a story, this is the main character who you will guide through a journey so that they may find the solutions they are desperately in need of at this time. Ask yourself a few questions to help you fill out your character.

1) Who is your Character?
2) What does he/she look like? Try to visualize them.
3) What do they need most?

WHAT ARE THEY FIGHTING: As you create your story remember the main character always has obstacles to overcome along the journey. What your character's main obstacles? When you consider this, think about those things that may be outside forces or surface issues. Then consider those the inner battle that is going on within your character (feelings, why don't they already have a fix to the problem, etc.). Lastly, consider the spiritual or core values they hold to that could block them seeking your help.

1) Main Obstacle your character is facing?
2) What Outside/Surface push back do they have?
3) What is the Inner Battle they see?
4) What Spiritual or Core Beliefs are they using or saying to themselves to keep from using your solutions?

GUIDE MET: At this point in the story our main character meets their Guide (they do not want Heroes*). You will focus on guiding them on the journey to find their solution. You will need to show empathy and authority to be a good journey guide.

1) Empathy – how can you show that you understand our character's issues?
2) Authority – how can you demonstrate that you have the authority to help our main character overcome their problem?

**This storyboard was inspired by Mojo Media Labs*

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YOUR STORYBOARD

YOUR CLIENT'S CHARACTER:

WHAT DO THEY WANT?

Need help with marketing and copy.

Wants to Attract Right Audience

YOUR CLIENT'S OBSTICLES:

WHAT DO THEY WANT?
Marketing Help

OUTSIDE FORCES
Feels overwhelmed at seeing others posts and Content.

INSIDE FORCES
Doesn't feel they have the confidence to deliver the needed the content.

SPIRITUAL/CORE BELIEFS
Believes they are wasting money to try to figure out their best content and strategy.

GUIDE MET:

EMPATHY

Explain you can relate and that you have felt this And that their wins are your wins.

AUTHORITY

Show how your clients have improved their Revenue growth by 25%+

SHOW THEM YOUR PLAN:

PROCESS

1. *We meet and listen to your needs.*
2. *We formulate a plan & strategy.*
3. *We present these to you.*
4. *You make a decision to move forward.*

AGREEMENT

1. *Contract drawn up.*
2. *Contract signed by both parties.*
3. *Money back guarantee.*

CALL TO ACTION:

DIRECT

1. *Book A Consultation Call.*

OFFER/OPT-IN

1. *Free Checklist*

ADD A VIDEO CLIP OR TUTORIAL
(YouTube Link)

SUCCESSFUL END:

By partnering with my/our services you will gain…

1. *You will gain more freedom back by having us handle your marketing and copy.*
2. *You will attract more clients.*
3. *You will increase your revenue.*
4. *You will have less stress partnering with us as your marketing agency.*
5. *Refer other businesses to us b/c you are happy.*

NO PAIN RELIEF:

Without using my/our services you will continue to…

1. *Continue being stressed over trying to find the best content strategies.*
2. *Continue having frustration as you cannot figure out the best course of action.*
3. *Will take 3-4x more time to do your content.*

WHAT WILL CHANGE FOR YOUR CLIENT:

YOU GO FROM

Uncertain, Frustrated, and Stressed about your content and copy to put out for your marketing.

TRANSFORMED TO

Feeling confident, having more free time to focus on your clients - increasing referrals and being able to take more consultation calls to gain more clients.

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YOUR STORYBOARD

PROSPECTIVE CLIENT TYPE (What would you call them): _____

YOUR CLIENT'S CHARACTER:

WHAT DO THEY WANT?

YOUR CLIENT'S OBSTICLES:

WHAT ARE THEY FIGHTING?

OUTSIDE FORCES

INSIDE FORCES

SPIRITUAL/CORE BELIEFS

GUIDE MET:

EMPATHY

AUTHORITY

SHOW THEM YOUR PLAN:

PROCESS

AGREEMENT

CALL TO ACTION:

DIRECT

OFFER/OPT-IN

ADD A VIDEO CLIP OR TUTORIAL

SUCCESSFUL END:

By partnering with my/our services you will gain…

NO PAIN RELIEF:

Without using my/our services you will continue to…

WHAT WILL CHANGE FOR YOUR CLIENT:

YOU GO FROM

TRANSFORMED TO

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