

Author of #1 Wall Street Journal  
bestseller *Building a StoryBrand*

**DONALD MILLER**  
WITH DR. J.J. PETERSON

# MARKETING MADE SIMPLE

**A STEP-BY-STEP STORYBRAND  
GUIDE FOR ANY BUSINESS**

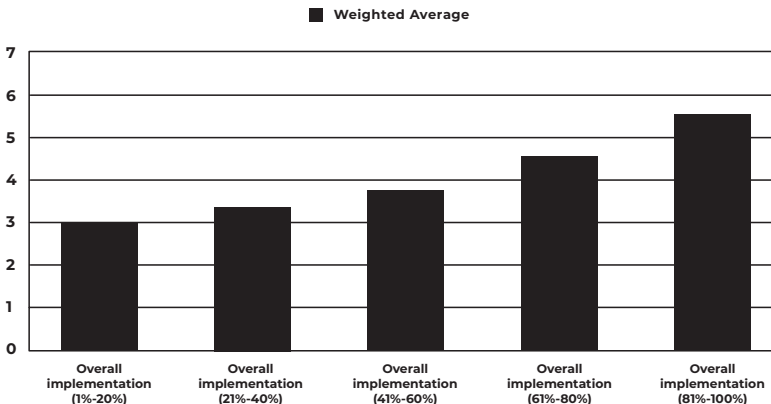


**A PDF COMPANION TO THE AUDIOBOOK**

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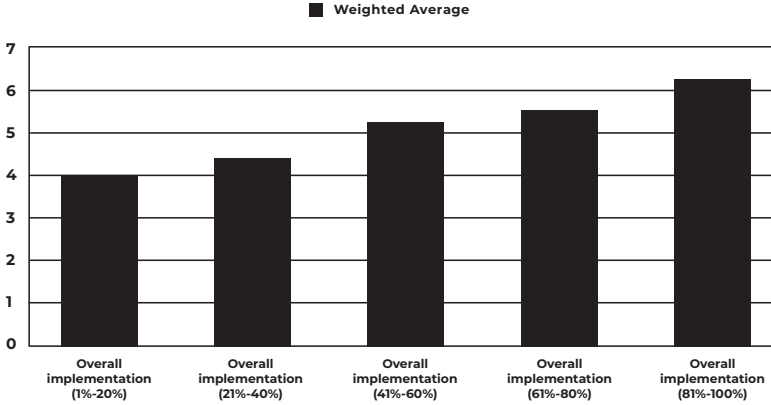
## AN INTRODUCTION TO THE MARKETING MADE SIMPLE CHECKLIST

**StoryBrand Messaging has directly  
contributed to our organization's growth.**



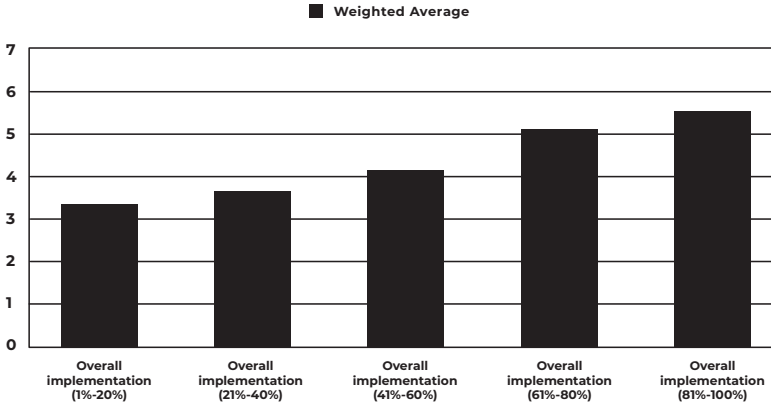
*Graph of relationship between implementation and growth*

## StoryBrand has made our team more confident.



Graph of relationship between implementation and team confidence

## StoryBrand has saved us time.

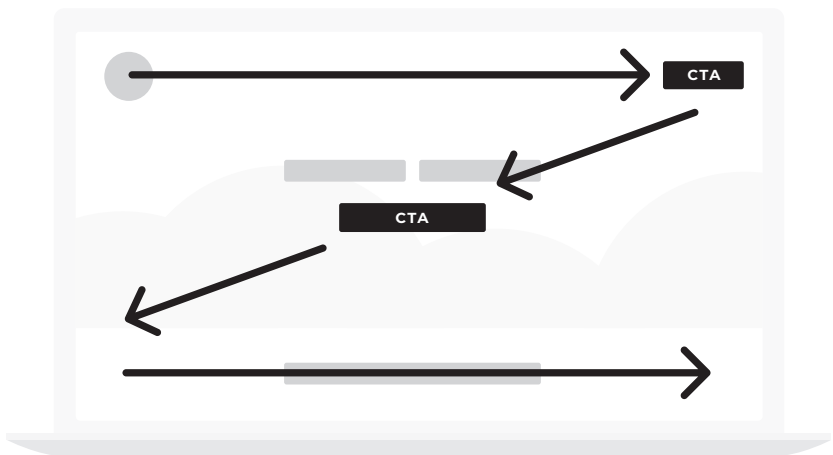


Graph of relationship between implementation and time saving

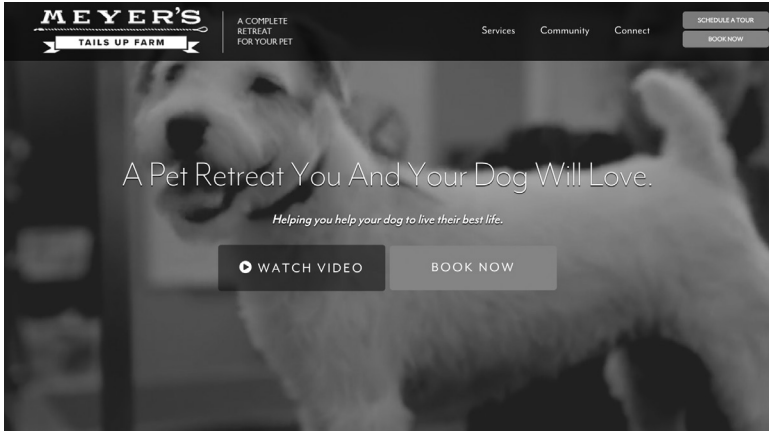
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## A WIREFRAMED WEBSITE THAT WORKS

WHERE DOES THE CALL TO ACTION  
BUTTON GO ON THE WEBSITE?



## LET'S BUILD YOUR HEADER



Now it's your turn. Fill in the box below.

## EXAMPLES OF STAKES AS THEY MAY APPEAR ON A WEBSITE

### Parenting a late talker is tough.

When your child "should be talking by now," it's easy to get frustrated and overwhelmed—and to feel guilty for those emotions. You start to wonder if you've done something wrong as a parent.

Can we ease your mind a bit? The truth is, it really **is** frustrating and overwhelming trying to parent a late-talking child. Also, it's totally normal to worry about your child's development. You're not a bad parent. **And you're not alone.**

You just need the right tools so you can be the confident parent of a talkative child.

**We have the tools you need.** As certified speech-language pathologists, our team has worked with thousands of parents just like you—parents who just want to help their children talk, but nothing's working. Our online course teaches you simple speech secrets so you can help your child communicate.

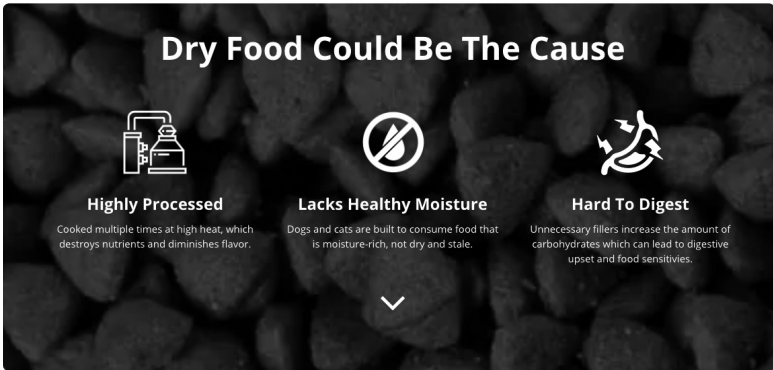
[BUY NOW \(\\$99\)](#)

[LEARN MORE](#)

### Have you been frustrated by brokers who:

- ✔ Don't communicate with you?
- ✔ Don't know the local area or local buyers?
- ✔ Make big promises but don't deliver?
- ✔ Think "list it on MLS" = effective marketing?
- ✔ Cost you time and money with deals that fall through?
- ✔ Aren't in any hurry to sell your property?

At MANSARD we'll market your property like it's our own.



What pain or problems are you helping your customers avoid? List the pain points and challenges you resolve in the section below:

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Again, you can be creative in how you illustrate the stakes on your website. Is it a checklist, a sentence, a series of questions, bullet points? Take a moment and sketch out what this section could look like.

# EXAMPLE OF ILLUSTRATING VALUE TO CUSTOMERS

		
<b>AFFORDABLE PRICING</b>	<b>YOUR TURF, YOUR TERMS</b>	<b>CUSTOM ORDER</b>
Don't buy – rent! Laser Tag Source has quality products at a price that won't break the bank.	No need to travel in order to enjoy Laser Tag. We ship the adventure straight to your door step. This means your terrain, your games, and your rules.	Banish boring parties! We're your best kept secret – your party partner in crime. Partnering with us means you create parties as unique as you are.
<b>PRICING</b>	<b>EQUIPMENT</b>	<b>CUSTOM ORDER</b>

Take a moment to list the value your products or service can deliver to a customer.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_



## LET'S PUT THE GUIDE SECTION TOGETHER



### Watch how this customer sold more with less work

Join thousands of businesses like yours that have sold over \$350 million by using OrderMyGear.



### *Now It's Your Turn*

Sketch out a guide section for your website. Feel free to use this section of the book as a rough draft and then transfer your results over to the paper wireframe you downloaded at [MarketingMadeSimple.com](http://MarketingMadeSimple.com) to see it all come together.

## A Sample Explanatory Paragraph

At \_\_\_\_\_ [your company name] we know you are the kind of people who want to be \_\_\_\_\_ [aspirational identity. What kind of person do they want to become?]. In order to be that way, you need \_\_\_\_\_ [As it relates to your product, what does your customer want?]. The problem is \_\_\_\_\_ [What's the physical problem holding them back?], which makes you feel \_\_\_\_\_ [How is that problem making them feel?]. We believe \_\_\_\_\_ [Why is it just plain wrong that anybody should have to deal with that problem?]. We understand \_\_\_\_\_ [Include an empathetic statement]. That's why we \_\_\_\_\_ [Demonstrate your competency to solve their problem]. Here's how it works \_\_\_\_\_ [What's your three-step plan: step one, step two, step three]. So \_\_\_\_\_ [Call them to action], so you can stop \_\_\_\_\_ [What negative thing will happen or continue to happen if they don't order?] and start \_\_\_\_\_ [What will their life look like if they do place an order?].

## SIMPLE PRICE OPTIONS LAID OUT ON A WEBSITE



### DOG FOOD





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## LEAD GENERATOR

*Give Them a Reason to Give You  
Their Email Address or They Won't*

# LEAD-GENERATING PDF TEMPLATE INSTRUCTIONS

**Catchy Title:** \_\_\_\_\_

## **Section 1:**

Paragraph 1: What's a problem your customers are experiencing?

Paragraph 2: What is an empathetic statement you can make about their pain? And what have you accomplished that would elicit trust that you can solve their problem?

## **Section 2:**

Paragraph 1: Agitate the problem a little further. Speak, perhaps, to the emotional frustration a person may experience when dealing with the challenge you help solve.

Paragraph 2: Offer a solution to the problem. Three tips, a paradigm shift, a recipe or formula, something that resolves the conflict for your customer.

## **Section 3:**

Spell out the solution in a step-by-step plan or in a list of tips. Offer the five tips, expert advice, or worksheet that can help your customers overcome their problem. This is the main content of the PDF.

Step/Tip 1 \_\_\_\_\_

Step/Tip 2 \_\_\_\_\_

Step/Tip 3 \_\_\_\_\_

#### ***Section 4: Define the Stakes***

What's at stake if they do or don't heed your advice?  
What will be won or lost if they don't take action on what you've recommended?

Paragraph 1: List the negative consequences that might happen if they don't act on your advice followed by the happy ending they may receive if they do.

Paragraph 2: Call them to action. What should they do next?

TEXT DEVELOPED FOR A LEAD-GENERATING PDF



**DOWNLOAD OUR FREE PDF AND START  
DOWN THE ROAD TO SAVING MONEY**

[DOWNLOAD THE PDF](#)

# LEAD-GENERATING PDF TEMPLATE

## *Now It's Your Turn* →

Create the four sections that will give you the foundation you need to create a great lead-generating PDF. Feel free to use this exercise as a rough draft and then transfer your results over to the lead-generating PDF outline you downloaded at [MarketingMadeSimple.com](http://MarketingMadeSimple.com). Work with your designer or visit [MarketingMadeSimple.com](http://MarketingMadeSimple.com) to hire a certified StoryBrand guide who can create a PDF for you.

**Catchy Title:** \_\_\_\_\_

### **Section 1:**

Paragraph 1: (Problem)

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Paragraph 2: (Empathetic statement and elicit trust)

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### **Section 2:**

Paragraph 1: (Agitate the problem)

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Paragraph 2: (Offer a solution)

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*Section 3: (Step-by step plan or list of tips)*

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**Section 4:**

Paragraph 1: (Negative consequences if they don't act and include a happy ending if they do)

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Paragraph 2: (Call them to action)

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## BRANDSCRIPT SCRIPT

At \_\_\_\_\_ [your company name] we know you are the kind of people who want to be \_\_\_\_\_ [aspirational identity]. In order to be that way, you need \_\_\_\_\_ [what your character wants]. The problem is \_\_\_\_\_ [external problem], which makes you feel \_\_\_\_\_ [internal problem]. We believe \_\_\_\_\_ [philosophical problem/statement]. We understand \_\_\_\_\_ [empathy]. That's why we \_\_\_\_\_ [authority]. Here's how it works \_\_\_\_\_ [plan: step one, step two, step three]. So \_\_\_\_\_ [call to action], so you can stop \_\_\_\_\_ [failure] and start \_\_\_\_\_ [success].