AN INTRODUCTION TO THE MARKETING MADE SIMPLE CHECKLIST

Many companies confuse branding with marketing, and this confusion is costing them millions. Branding affects how a customer feels about your brand, while marketing communicates a specific offer. Branding concerns itself with fonts and colors and design, while marketing puts the right words together to pique a customer's interest and close the deal. Most of us are so concerned with the way our brand looks and feels, we neglect to communicate what customers are actually looking for: a solution to their problem.

Imagine getting a job as an NFL football coach and spending 90 percent of your time choosing the new team logo, the new jersey designs, and the "branding" for game-day trinkets the team will hand out to fans? Meanwhile, your team hasn’t been drilled on the fundamentals of the game.

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

Overall implementation (1%-20%)

Overall implementation (21%-40%)

Overall implementation (41%-60%)

Overall implementation (61%-80%)

Overall implementation (81%-100%)

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
A WIREFRAMED WEBSITE THAT WORKS

Once a customer gets curious about how you can solve their problem, they may come looking for more information. This is where your website comes in. A great website can be worth hundreds of thousands or even millions of dollars. The problem is too many brands are getting their websites wrong, and they don’t know why.

IT'S ALL IN THE WORDS

Most of us intuitively know our website is important so we pay somebody thousands to design it for us. Inevitably, whoever designs our website is more concerned with colors, images, and “feel” than they are with the words we are using. And while colors and images and feel are fine, it’s words that sell things.

By repeating the call to action twice, even in the header, you will be letting your customer know that you are:

1. Interested in establishing a business relationship and
2. You’d like to solve their problem by selling them a service or product.

Many people reading this book will dramatically increase their sales by getting rid of passive language on their website and replacing it with direct calls to action.

Choose Your Images Carefully

While your wireframe won’t have any images, you’ll want to choose your images carefully. Few images work better than smiling, happy people enjoying your products. So if you can’t figure out what images to use, smiling happy people are a good place to start.

Avoid creating a slide show in your header in which different text and images continuously change. Customers rarely have time...
LET’S BUILD YOUR HEADER

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

Have you been frustrated by brokers who:

- Don’t communicate with you?
- Make big promises but don’t deliver?
- Cost you time and money with deals that fall through?
- Don’t know the local area or local buyers?
- Think “list it on MLS” = effective marketing?
- 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:


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

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 to see it all come together.
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
Imagine meeting somebody you find interesting but not exchanging contact information. Unless you happen to meet again somewhere, you’re likely to forget about that person in a short period of time.

But sometimes those first encounters are awkward. It doesn’t feel quite right to ask for contact information or to give it out uninvited.

In business relationships, lead generators are a great excuse to exchange contact information without being awkward. Think of the exchange going something like this: “Hey, let me send you that information I was talking about. What’s your email address?”

Lead generators that capture emails make sure that when someone finds you interesting you are getting their contact info. Stop missing out on the opportunity to get those digits!
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
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. Work with your designer or visit MarketingMadeSimple.com to hire a certified StoryBrand guide who can create a PDF for you.

**Catchy Title:**

**Section 1:**

Paragraph 1: (Problem)

Paragraph 2: (Empathetic statement and elicit trust)

**Section 2:**

Paragraph 1: (Agitate the problem)

**Section 3:**

Paragraph 1: (Step-by-step plan or list of tips)

**Section 4:**

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

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

This is a basic template for creating a lead-generating PDF, but it works quite well. Here is the actual text from a lead-generating PDF we created for a fake e-bike company. We used this very template:
Paragraph 2: (Offer a solution)

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

Section 4:

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

Paragraph 2: (Call them to action)
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].