

StoryBranding

Make Your Customer The Hero



The hero... Set the scene for your customer...

Has a problem... Who or *what* is the 'villain'?

Primitive Problem

Personal Problem

Philosophical Problem

And meets a guide (that's you!)... Compassion

Credibility

Who gives them a plan... Steps for Engagement

Commitment

And calls them to action... Finding out more...

Making it easy to say 'YES'

That ends in success...

And helps them avoid failure

Need help using this template? Get in touch: hello@guroo.marketing