



BUILD YOUR BRAND STORY

Start discovering who you really are as a brand and why you matter in the marketplace. Use this Story Brand checklist, found in Donald Miller's book **Building A StoryBrand.**

A CHARACTER

Who are your ideal customers?

HAS A PROBLEM

What internal and external issues are they dealing with?

AND MEETS A GUIDE

Who are you and why are you an authority to help alleviate their problem?

WHO GIVES THEM A PLAN

What are you proposing that will help solve a prospect's problem?

AND CALLS THEM TO ACTION

What specific action do you want your prospect to take?

**THAT HELPS THEM
AVOID FAILURE**

What might happen if a prospect chooses not to use your product or service?

AND ENDS IN A SUCCESS

What will happen if a prospect does choose to use your product or service?

This is just the beginning! Once you've completed this checklist, it's time to go deeper and figure out how to apply your brand's story across all customer touchpoints.