Brand Story Worksheet
I think that telling your ongoing story is one of the most important things you can do to advance your brand.

From blogging to video, there are so many ways to reach your audience through story done right. Only you can decide which is the best platform for you, but the most effective way to stand out, build authority, and find your ideal customer is through story.

Step 6 is telling your ongoing story. Here’s how to do it...

1. Describe your customer’s pain.
Your ideal customer’s pain is the foundation for your story. A pain point is what is troubling your ideal customer. It’s the thing they must get past. A hurdle that is stifling their greatness.

When you discover this, then deliver engaging and valuable content that addresses their pain, you’re well on your way to converting readers into loyal subscribers and customers. Your customer’s problem is the enemy you’re helping them get past. You just need to do this better than the other guy.

So today, articulate the pain you are helping your customer get past. Detail exactly what you offer (or will be offering) and exactly how it will help them on their journey.

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2. Outline your story with questions.

Go back to section B on worksheet #5. In that step I wrote “follow with story” at the end. Take what you wrote there and expand on it here. Think about the questions your ideal customer would ask? Even if you don’t have customer questions coming in right now, it’s easy to come up with your own list of 25, 50, 100 questions.

Today, get started on your topic ideas by writing out your top customer questions (you’ll probably need more space than I’ve provided).

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3. Write out your answers to the questions in #2.
The answers you come up will become that content well you will continually dip into.

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Create a calendar of topics.
Prioritize what you’ve listed on pages 1-3 and create an editorial calendar of topics. Ideally you’ll have anywhere from 1-3 months of content ideas. You need to decide on the medium (blogging, podcasting, video, etc.) and the frequency, but the most important thing is to get started speaking to your ideal customer in a way that truly brings your brand to life.

Here are some things to remember as you move forward...

Create an editorial calendar. If you are blogging, use a spreadsheet like Google Sheets to list out titles and schedule them out as posts.

Work to create a library of cornerstone content.

Seek feedback. Encourage feedback through blog comments, email, and social media. Continual testing and feedback is fuel for that breakout brand of yours.

• If you have an email list, email that group and ask, ask, ask. And if you do receive emails, respond to them!

• Pay close attention to blog comments.

• Use Survey Monkey: https://www.surveymonkey.com/ Survey your audience with 5-10 simple questions. The majority should be geared towards how you want them to see you and your brand but put in one or two or three that beg to be answered...

  • What is the biggest problem you now have? What can I provide that will help you get past it?

  • Is there something I can offer that will make your life easier?

• Listen, then provide what they need. Use your blog, your list, your social media channels to ask, then listen carefully. This is how you create a more compelling brand.

• Offer a free consultation, as an incentive to fill out your survey, answer your emailed questions, or provide details of a need in your blog’s comment section.

• If you have not yet found your ideal customer and what they truly need, keep asking.

• Work daily to find out what is troubling them, what they need to get past, or a service that could help grow their business.

• It can be as simple as finding their problems, then solving them, but you must listen carefully to your customers.

Continually analyze what you are putting out into the world to make sure it aligns with your brand message.