

Brand Messaging Guide

A step-by-step guide to help
you create more powerful
messaging for your business.

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Crafting a clear message is essential to business growth.

The more clearly you can talk about what you do, how you do it, and WHY – the more effectively you can attract and help your customers.

Your unique message is your competitive edge and helps you stand out from the other noise online (especially in the education economy).

You'll become more confident all content creation and marketing efforts. You'll build a profitable connection with customers and they'll understand why they need to buy your products and services.

This guide will help you learn about our messaging framework, so you'll know how to clearly and confidently talk about what you do and why in a simple yet powerful way.

The following messaging framework shows the progression that happens for every character (your customer) in their journey of transformation, growth and change.

Often called the “hero’s journey.”

In talking about the story for your brand – your customer is the hero.

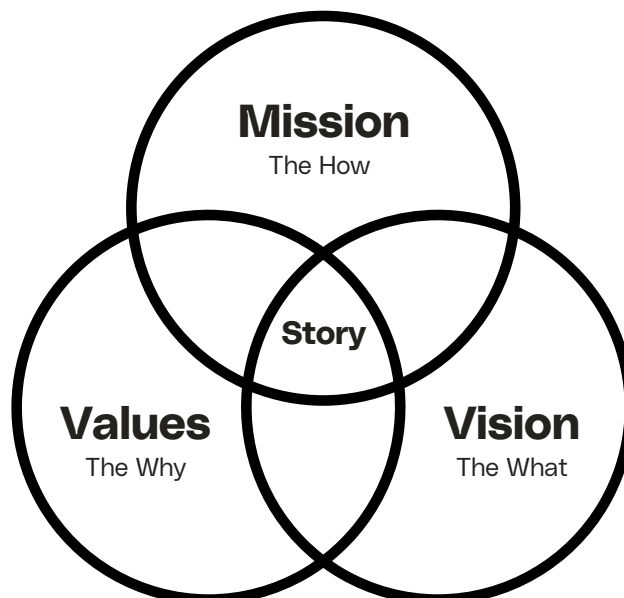
And you are the guide to help them be successful.

Your Why

Every brand has a unique story that is built on the foundation of its mission, vision, and values. These elements guide the brand's purpose:

- Vision represents the "what" – it outlines what the brand aspires to achieve or become in the future. It's the long-term goal that inspires growth and ambition.
- Mission defines the "how" – it explains how the brand operates to achieve its vision. This is the actionable part, focusing on the steps and strategies the company takes in its daily operations.
- Values reflect the "why" – they express the core beliefs and principles that drive the brand's actions. These are the guiding philosophies behind the brand's decisions, ensuring authenticity and alignment with its purpose.

Together, these three elements create a cohesive narrative that communicates your brand's identity and builds a strong connection with your audience.



Brand Story

To better understand your audience, you need to know their story.
Complete the following 5 P's of a brand story.

People

Describe your ideal customer – what do they want?
What vision do they have for their future?

Problem

What are 1-3 problems stopping them from achieving their vision?

Perspective

How can you help your customers believe they can achieve their vision?
Guide them to success with compassion and authority.

Plan

Describe the exact plan your customers must follow for success.

Payoff

Describe how the plan resulted in a success or failure for your customer.
Consider internal (mindset) and external (money, prestige) results.

Message

Your message is how you talk about what you do in a simple yet powerful way.

So whenever someone asks you what you do – you will have an answer!

This will be a repeatable phrase that everyone will use (and even memorize) to describe your business to quickly attract your dream customers in a sentence or two.

This simple message is inspired by your brand story.

Problem

What problem do you help customers solve?

Solution

What do you offer (as a product or service) that solves the problem?

Payoff

What successful result does your solution create for your customers?

Your One Message

Combine the problem, solution and payoff into one or two sentences.

Many _____ (customer identity)
struggle with _____ (problem).
We use _____ (solution)
in order to _____ (payoff).

What is your one message?

Now, with better insights into the brand story and message about your customers, it's also important to understand the 2 customer identifies and how they play a role in your course marketing.

Villain Identity

When your perfect-fit customer is struggling and not experiencing the solution you can offer, then they are a villain in their success story.

When someone exists as a villain, this means...

- They lack belief in themselves and that there's a product available to help them solve their specific problem(s).
- They belief in industry myths that keep them stuck.
- They have hidden objections that keep them from buying.

And when customers live as a villain, this does not mean their evil or unchanging... it simply means there's an opportunity to help them become the hero of the story you're telling.

Keep in mind, there are many people who are NOT your perfect-fit customer – and that's okay! In fact, you need to know what types of people are not a good fit for your business.

So customers who are not, and never will be, a good fit will always remain in this identity of a villain.

Hero Identity

A Hero is your perfect-fit customer. They embody the the person or business you can serve the best.

Treat your heroic customer as someone to be respected. An identity and way of life and business to aspire to.

Give your hero an identity anyone can clearly learn about and understand.

Give them a name, face and brand story to bring them to life – as if you're writing them as a character for a novel or film.

Be as specific as possible – the more details you have, the easier you'll know where to find your customers and how to talk with them.

In order to serve your audience and future customers the best, you need to invite an identity shift to take place. A way they can unknowingly shift from a villain to a hero through your messaging and content.

Use the following guide to create your 2 customer profiles.

Goals and Values

Write the goals, values and dreams of your perfect customer below.

VILLAIN

HERO

Information Discovery

Write down how your ideal customer finds their sources for information.

Characteristics

Describe your customer characteristics: name, age, gender, location, family dynamics, food and entertainment preferences.

Problems and Challenges

Write the problems experienced by your perfect-fit customers, in detail.

Objections

Write the objections your customers have that keep them from buying.

Beliefs

Write the new beliefs and perspectives your customers needs for success.

Consider these messaging and audience insights when it comes to developing your marketing strategy and growing your business.



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