

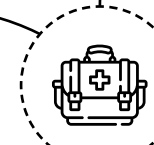






Hero's Journey

Method: 'Crafting Your Brand Story' Worksheet

This worksheet helps you uncover the hero's journey—your customers' challenges, their needs, and how your brand delivers transformational solutions. By mapping this journey, you can craft a compelling narrative that connects emotionally and empowers your audience.

MEET THE HERO:	THEIR EVERYDAY REALITY:	WHAT THEY'VE TRIED:	WHERE IT FALLS SHORT:	DISCOVERING YOUR BRAND:	THE GAME-CHANGER:	A BETTER FUTURE:
<p>EXAMPLE:</p> <p>Who are your customers and what drives them?</p>	<p>EXAMPLE:</p> <p>What do they do and what's their current context?</p>	<p>EXAMPLE:</p> <p>What solutions are they currently using to address their challenges?</p>	<p>EXAMPLE:</p> <p>Where does their current solution fail to meet expectations or solve the problem?</p>	<p>EXAMPLE:</p> <p>How do they encounter your brand or solution?</p>	<p>EXAMPLE:</p> <p>What makes your solution unique and valuable?</p>	<p>EXAMPLE:</p> <p>What positive impact does your solution create?</p>
<p><i>One upon a time...</i></p> 	<p><i>they always struggled...</i></p> 	<p><i>they tried to solve it...</i></p> 	<p><i>but the problem remained..</i></p> 	<p><i>until one day...</i></p> 	<p><i>unlike before, this solution...</i></p> 	<p><i>their wish came true...</i></p> 
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