Brand Story

Client Name:

Date:

This worksheet has been developed based on Donald Miller’s “Building A Story Brand” and the SB7 framework described inside of the book.

# A Character

Your customer is the hero of your story. What do they want as it relates to your product or service?

| Help with a dental problem for their child/loved one. |
| --- |

# Has a Problem

**VILLAIN**

Is there a root cause of your customers' problems? Can you personify this root cause as a villain? What is the villain in your customer's story?

| Bad tooth pain/ oral health - Personified as the typical dentist, who is not a bad person, but maybe out of touch. |
| --- |

**EXTERNAL**

What is a problem your customers deal with as it relates to your product or service?

| Pain, not enough money for care, Not enough time for an appointment |
| --- |

**INTERNAL**

How is this villain making your customers feel?

| Afraid of the cost, afraid of being taken advantage of, afraid of dental services, embarrassed about the state of their mouth.. |
| --- |

**PHILOSOPHICAL**

Why is it "just plain wrong" for your customers to be burdened by this problem?

| Shouldn’t have to deal with tooth pain because they should be able to afford dental care. |
| --- |

# 

# And Meets a Guide

**EMPATHY**

What brief statement can you make that expresses empathy and understanding?

| I’m sorry you have a toothache |
| --- |

**AUTHORITY**

How can you demonstrate competency in solving your customer's problem?

| Showing the cause and treatment for the toothache |
| --- |

# 

# Who Gives Them a Plan

**PROCESS**

Are there 3 or 4 steps your customers can take that would lead them to a sale or explain how they would use your product after the sale?

| 1. Schedule an appointment or no-cost second opinion. 2. Keep your appointment. |
| --- |

**AGREEMENT**

List the agreements you can make with your customers to alleviate their fears of doing business with you.

| 1. We will recommend the minimum treatment necessary. 2. We will always provide high quality care 3. We will always charge a reasonable price 4. We will always treat you with respect. 5. We will give you a good explanation of the diagnosis and the treatment. |
| --- |

# 

# And Calls Them to Action

**DIRECT**

What is your direct call to action?

| Schedule an appointment today.  Schedule a no-cost second opinion. |
| --- |

**TRANSITIONAL**

What transitional calls to action will you use to on-ramp customers?

| Check out our website. |
| --- |

# That ends in a Success

List the positive changes your customers will experience if they use your product or service.

| Better dental health  Affordable dental care  Better self-image  Better overall health  Less anxiety about visiting the dentist  More knowledge about dental health and care. |
| --- |

# 

# That Helps them Avoid Failure

List the negative consequences your customers will experience if they don't use your product or service.

| Continued dental problems that worsen over time.  Continuing to pay more for the care they need.  Continue to be over treated.  Continuing living in ignorance about dental health and it’s importance.  Continue to be afraid of the dentist. |
| --- |

# Character Transformation

**FROM**

How was your customer feeling about themselves before they used your product or service?

| Upset for letting their teeth get bad, anxious about dental care and costs, sad about missing out on the things they love to do because of tooth pain. |
| --- |

**TO**

Who will your customer become after they use your product or service? What is their aspirational identity?

| More confident in their health, more at easy about their finances, feel good about taking proper care of their family, |
| --- |