Organizations waste an enormous amount of money on marketing and branding because they’re unable to communicate their purpose clearly. People don’t buy the products and services that are the best. They buy the ones they can understand the fastest.

Your customers’ brains are designed to do two things — survive and thrive. Everyone’s looking for information that will help them simplify life, make more money, meet new friends, and anything else that will increase their standing in the world.

The problem is, the brain is also trying to conserve calories. In order to process all the information around us, we have to burn calories. What this means is, if we don’t position our products and services in a way that can clearly help humans survive or thrive, people simply tune out.

This is why ‘story’ is one of the critical elements of your brand identity. It conveys your message in a meaningful and lasting way.

Customers want a brand they can trust. When customers buy into your business and are engaged with your story, they make purchases with less friction while becoming brand advocates.

These advocates are powerful allies for you to have. In a world where every business is vying for attention, having an authentic story that a customer can feel connected with will help you differentiate yourself from competitors.

The ideal brand story will create an emotional connection with your audience, clearly convey your brand’s tone, and inspire trust in your products and services.

Enter the 7-Part Framework, aka ‘SB7.’ Once you execute the framework, you’ll be seen, heard, and understood, both in your company’s internal and external communications.

Ready to use the framework to clarify your message? Talk to us today by visiting CostelloCreativeGroup.com/storybrand.
CLEAR BRAND MESSAGING

PART 1: A CHARACTER

The customer is the hero, not your brand.
Instead of telling our story, we want to invite customers into a story. To do this, the first thing we need to do is identify something they want. A story starts when the hero (your customer) wants something. We must stimulate a desire in our customers by identifying something they want and making sure that we talk about it over and over.

PART 4: WITH A PLAN AND...

Customers trust a guide who has a plan.
At this point in the process, customers have identified us as their guide, but they aren't going to place an order. Why? Because it's the first time in the journey they are at risk. They could lose time, money, and even respect. They are worried and possibly scared. Giving a customer a plan dramatically increases their engagement.

PART 2: WITH A PROBLEM

A story really gets interesting when a conflict is defined. You must talk about your customers’ problems over and over.
A story hooks the audience when the main character encounters conflict. Similarly, our customers will only come to our website or listen to our sales pitch if we’ve identified their problem. By defining their problem and stating it clearly, we cause our customers to move toward us and engage us in business.

PART 5: CALLS THEM TO ACTION

Customers don't take action unless they are challenged to take action.
Customers must be called to action. Unless we challenge people to take action, they won’t. This means our calls to action must be crystal clear. Have we defined exactly what we want our customers to do? If not, they won’t take action. Nobody can read our minds. We have to call them to action clearly.

PART 3: MEETS A GUIDE

Customers aren’t looking for another hero. They’re looking for a guide.
Characters in trouble can’t solve their own problems, otherwise, they’d never have gotten into trouble in the first place. Because of this, heroes encounter a guide who helps them win the day. Similarly, customers aren’t looking for other heroes. They’re looking for a guide to help them. For this reason, you never want to play the hero, instead, play the guide.

PART 6: AVOIDING FAILURE

Humans are trying to avoid a tragic ending.
People are either motivated to avoid failure or experience success. In our communications, we must define what’s at stake for our customers if they do or don’t take action. Could they lose money? Could their health be at risk? Define what your customers could lose if they don’t engage your business.

PART 7: ENDING IN SUCCESS!

Never assume people understand how your brand can change their lives. Tell them.
People move toward a vision of success and if we don’t cast that vision for them, they won’t know what direction we want them to move. We must clearly define what a customer or stakeholder’s life will look like if they engage our business.

APPLY THE FRAMEWORK TO:

- Taglines
- One-liners/Elevator Pitches
- Website Wireframes
- Lead Generators
- Marketing Nurture Campaigns
- Sales Sequence Campaigns
- Presentations/Keynotes
- Marketing Collateral
- Social Media Messaging
- Print/Digital Advertising
  and so much more...

SUPER-POWERED SOLUTIONS

- Consulting
- Brand Scripts
- Brand Narratives
- Taglines/Slogans
- Elevator Pitches
- Mission Statements
- Vision Statements
- Core Values
- Website Wireframes
- Lead Generators

BENEFITS OF A CLEAR MESSAGE:

- Increased Annual Revenue
- Deeper Connections with Customers
- Firm Positioning in the Marketplace
- Aligned Sales & Marketing Messaging

USE THE FRAMEWORK TO CLARIFY YOUR MESSAGE

Visit CostelloCreativeGroup.com/storybrand

With accolades from the following organizations:

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