



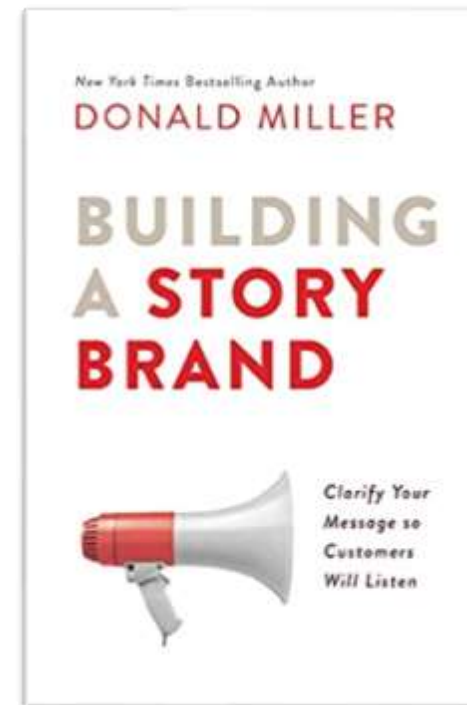
WELCOME

  
CAPITAL IDEAS CONFERENCE & EXHIBITION

# Marketing For Your Company

## The Do's and Don'ts

- **David Abell, CTB**  
AMT Squirrel Works



Based on the book by Donald Miller



# Elements of a Great Story

- A character
- With a problem
- Meets a guide
- Who gives them a plan
- That calls them to action
- That results in failure or success



# Mistakes

- Fail to focus on the aspects of YOUR offer that will help people survive and thrive.
- Cause YOUR customers to burn too many calories in an effort to understand YOUR offer.



# Story in a nutshell

- A **CHARACTER** who wants something encounters a **PROBLEM** before they can get it. At the peak of their despair, a **GUIDE** steps into their lives, gives them a **PLAN**, and **CALLS THEM TO ACTION**. That action helps them avoid **FAILURE** and ends in a **SUCCESS**.



# The 3 questions you want your audience to answer

- What does the hero want?
- Who or what is opposing the hero getting what they want?
- What will the hero's life look like if they succeed or fail?



# The Grunt Test (Website or Marketing Material)

- What do you offer?
- How will it make my life better?
- What do I need to do to buy it?



# The Hero & The Guide

- Positioning the customer as the hero in the story is more than just good manners; it's also good business.
- Position yourself as Yoda and your audience as Luke Skywalker.





# What's at stake?

- Brands that help customers avoid some kind of negativity in life (and let their customers know what that negativity is) engage customers for the same reason good stories captivate an audience: they define what's at stake.
- YOU must show people the cost of not doing business with YOU.



# Building Your Storybrand

<p><b>A CHARACTER</b></p> <p>WHAT DO THEY WANT?</p> <hr/> <hr/> <hr/>	<p><b>AND MEETS A GUIDE</b></p> <p>EMPATHY</p> <hr/> <p>AUTHORITY</p> <hr/>	<p><b>AND CALLS THEM TO ACTION</b></p> <p>DIRECT</p> <hr/> <hr/> <hr/> <p>TRANSITIONAL</p> <hr/> <hr/> <hr/>	<p><b>THAT ENDS IN A SUCCESS</b></p> <hr/> <hr/> <hr/> <hr/>
<p><b>HAS A PROBLEM</b></p> <p>VILLAIN</p> <hr/> <hr/> <p>EXTERNAL</p> <hr/> <hr/> <p>INTERNAL</p> <hr/> <hr/> <p>PHILOSOPHICAL</p> <hr/> <hr/>	<p><b>WHO GIVES THEM A PLAN</b></p> <p>PROCESS</p> <hr/> <hr/> <hr/> <hr/> <p>AGREEMENT</p> <hr/> <hr/> <hr/> <hr/>	<p><b>WATCH TUTORIAL</b></p>	<p><b>THAT HELPS THEM AVOID FAILURE</b></p> <hr/> <hr/> <hr/> <hr/>
		<p><b>CHARACTER TRANSFORMATION</b></p> <p>FROM: _____ TO: _____</p> <hr/> <hr/> <hr/>	



# A Character

 **A CHARACTER** 

WHAT DO THEY WANT?

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# Can you really help me get what I want?

- Define something your customer wants, because as soon as we define something our customer wants, we pose a story question in the mind of the customer:
- Can this brand really help me get what I want?



# Has a problem

 **HAS A PROBLEM** 

VILLAIN  
\_\_\_\_\_  
\_\_\_\_\_

EXTERNAL  
\_\_\_\_\_  
\_\_\_\_\_

INTERNAL  
\_\_\_\_\_  
\_\_\_\_\_

PHILOSOPHICAL  
\_\_\_\_\_  
\_\_\_\_\_



# The Villain

- A root source. Frustration, for example, is not a villain; frustration is what a villain makes us feel.
- Relatable. When people hear us talk about the villain, they should immediately recognize it as something they disdain.
- Singular. One villain is enough.
- Real. Never go down the path of being a fearmonger. There are plenty of actual villains out there to fight.



# 3 levels of problems

- In a story, a villain initiates an **external problem** that causes the character to experience an **internal frustration** that is, quite simply, **philosophically wrong**.



# What are you selling solutions to?

- *Companies tend to sell solutions to external problems, but people buy solutions to internal problems.*





# And meets a guide



A user profile card for 'AND MEETS A GUIDE'. It features a circular profile picture icon on the left, the name 'AND MEETS A GUIDE' in bold, and a play button icon on the right. Below the name are two horizontal lines, one labeled 'EMPATHY' and the other 'AUTHORITY'.



# The guide is not the hero

- The guide simply plays a role. The story must always be focused on the hero, and if a storyteller (or business leader) forgets this, the audience will get confused about who the story is really about and they will lose interest.



# How to show your guide position

- Empathy - When YOU empathize with YOUR customers' dilemma, YOU create a bond of trust.



# How to show your guide position

## ■ Authority

1. Testimonials
2. Statistics
3. Awards
4. Logos



# Who gives them a plan



## WHO GIVES THEM A PLAN



### PROCESS

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### AGREEMENT

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# Clarify or remove

- All effective plans do one of two things: they clarify how somebody can do business with YOU, or they remove the risk someone might feel.



# And calls them to action



AND CALLS  
THEM TO ACTION

DIRECT

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TRANSITIONAL

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# Calls to action (CTA)

- Two kinds of calls to action: direct calls to action and transitional calls to action. They work like two phases of a relationship.
- Examples of direct calls to action are:
  - Order now
  - Call today
  - Schedule an appointment
  - Register today
  - Buy now





# Transitional Calls to Action (TCTA)

- A good transitional call to action can do three powerful things for your brand:
  1. Stake a claim to your territory.
  2. Create reciprocity.
  3. Position yourself as the guide. (When you help your customers solve a problem, even for free, you position yourself as the guide. The next time they encounter a problem in that area of their lives, they will look to you for help.)



# Examples of Transitional Calls to Action

- Free information
- Testimonials
- Samples
- Free trial



# That helps them avoid failure



**THAT HELPS THEM  
AVOID FAILURE**



- \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# What are you helping your customers avoid?

- Let a customer know they are vulnerable to a threat
- Since they're vulnerable, they should take action to reduce their vulnerability
- Let them know about a specific call to action that protects them from the risk
- Challenge people to take this specific action



# That ends in a success



THAT ENDS IN  
A SUCCESS



- \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# Take them somewhere

- People want to be taken somewhere - make it specific and clear.



# Ending the story

- Allowing the hero to:
  1. Win some sort of power or position.
  2. Be unified with somebody or something that makes them whole.
  3. Experience some kind of self-realization that also makes them whole.



# How their new lives will look

- Create a grid of how YOUR customers' lives will look after they engage YOU:
  - How they will feel
  - What their average day will look like
  - What kind of new status they will enjoy





# Character Transformation



CHARACTER TRANSFORMATION



FROM

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TO

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# Who will your customers transform into?

- Great brands obsess about their customer transformation...

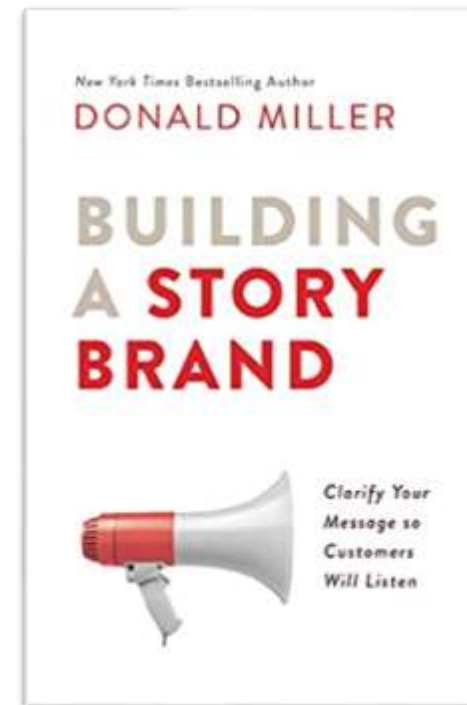


# Thank You!

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