



ClearBrand Story Formula

Create Your BrandStory

Act 1 – Promise

Motivation

Desire

What does your customer want?

Motivation

Why do they want what they want?

Obstacle

Problem

What obstacle is preventing your customers from getting what they want? Write out examples first, then come back here and write the cause of the examples or the unifying theme.

Examples

- *List examples of the problem (For example: leaky roof, outdated carpet, etc.)*
- *Then add emotions (For example: Anxious about leaky roof)*

Act 2 – Progress

Solution

Why

We believe you deserve...

Solution

What is it that you do or sell and how does that solve your customer's problem?

Features & Benefits

What are the features of your product/service and how do they benefit your customers?

Differentiators

What makes you different and/or better than your competitors?

Social Proof

- *Testimonials*
- *Case Studies*
- *In a best case scenario, you would include the “before and after” in the testimonials and case studies.*

Risk Reversal

- *How can you minimize or eliminate the potential risks of doing business with you?*
- *Typically this is a guarantee of some kind, but could also be something like “pay for performance”.*
- *It’s also not necessary if you have enough trust. It could still be beneficial, depending on what you sell and how if your competitors have risk reversals.*

Trust

Authority

Why should your customers trust you? What authority do you have to help them solve their problem?

Awards & Accomplishments

Some examples would be the number of clients served, certifications, 5 stars on [platform], "Best of..." awards, etc.

Act 3 – Payoff

Offer

- *“What’s in the box”*
- *A list of what’s included*
- *Generally includes pricing*

Response

- *What do you want people to do?*
- *On your website, what do the buttons say?*