



# Story Supply Guide

*Create Powerful Messaging*

CONTENTSUPPLY

If you're reading this guide, chances are, you have struggled with creating content for your business that has a clear message.

A consistent narrative that is easily understood by you, your team and especially your customers.

And, one that aligns with your vision.

### *Check off anything that feels true about you and your business:*

☐

I don't create and share many videos or content because I'm at a loss for what to say.

☐

There's no unified story and way to talk about what I (we) do.

☐

I don't feel like I really have a 'brand voice.'

☐

I know my mission will change lives but despite my passion to share it, I don't always do.

☐

I want to connect more deeply and sincerely with my audience.

☐

My business offers will help people but it's hard to get customers to understand why.

*Do you feel like at least one of these resonated with you?*



If so, this resource will help you remove any message confusion so you can create a clear and confident brand narrative to share with the world.

At Content Supply, we believe your story is the most impactful way to scale a vision, and having a clear and confident message will help you be successful as you create content of any kind.

Story Supply™ is a brand messaging framework that will help you clearly and confidently talk about what you do in a simple yet powerful way.

Without a clear story then your marketing will fall flat.

Sales and marketing are all about the belief transformation that occurs when a story guides someone from an old (false) belief to a new belief.

That's why "STORY" is such a buzzword in marketing. And it's for good reason.

You have the opportunity to invite your customers into a story — one that's about them!

As you document each step of this process you will know exactly what to say, how to say it and when to say it to begin to transform beliefs so your marketing actually works!

This guide will literally give words and meaning to what you stand for as a brand and how you will serve others.

*You'll be able to...*

- ✓ Grow your business
- ✓ Create profitable content
- ✓ Build powerful customer relationships
- ✓ Increase brand authority
- ✓ Make a genuine impact
- ✓ Align your team and customers to your vision

**Story Supply™ is the first step in the Content Supply Plan.**



# How To Use This Guide



Print it out



If you're 100% digital, open up a notes app



Get ready to take action



And, if you have any questions along the way...

## Meet Dallin Nead.

He's the Founder of Content Supply and a quick phone call away as you review this guide.

*Contact Dallin anytime:*

**EMAIL**

**CALL**

## STEP ONE

# Vision

Your message begins with your vision.

Your vision is how you see and build the future you want for yourself, family and those you serve in your business — customers and team.

When you say YES to creating a simple, yet powerful brand message you are fully committing to achieving your vision.

**The more clearly you communicate your vision, the sooner you'll achieve it.**

Story Supply begins with your vision to navigate the direction of your work and life.

Your vision is your north star and helps you feel inspired and always remember why your work matters.

So what's your vision?

## STEP TWO

# Brand Story

Every successful business has superpowers because they're unique in how they serve their customers.

With superpowers, comes superheroes with an origin story.

So what's the origin story for your business?

*What's your why?*

The following framework shows the progression that happens for every character in their journey of transformation.

Often called the "hero's journey."

In talking about the story for your brand — your customer is the hero.

And you are the guide to help them be successful.

# PEOPLE

*Describe your ideal customer — what do they want? What vision do they have for their future?*



# PROBLEM

*What are 1-3 problems stopping them from achieving their vision?*



# PERSPECTIVE

*How can you help your customers believe they can achieve their vision?*

*Guide them to success with compassion and authority.*



# PLAN

*Describe the step-by-step plan your customers must follow to become successful.*



# PAYOFF

*Describe how the plan resulted in a success or failure for your customer.*

*Consider internal (mindset, self-actualization) and external (money, prestige) results.*



## STEP THREE

# Message

Your message is how you talk about what you do in a simple yet powerful way.

So whenever someone asks you what you do — you will have an answer!

This will be a repeatable phrase that everyone will use (and even memorize) to describe your business to quickly attract your dream customers in a sentence or two.

This simple message is inspired by your brand story.

## PROBLEM

*What problem do you help customers solve?*



## SOLUTION

*What do you offer (as a product or service) that solves your customer's problem?*



# PAYOFF

*What successful result does your solution create for your customers?*

# ONE MESSAGE

Combine the problem, solution and payoff into one or two sentences.

Many \_\_\_\_\_ (customer identity)

struggle with \_\_\_\_\_ (problem).

We use \_\_\_\_\_ (solution)

in order to \_\_\_\_\_ (payoff).

## **Sample:**

*Many business leaders struggle to create impactful marketing content that actually works. Content Supply uses a 3-step process in order to help them grow their business, make more money and stand out from the crowd.*

## **What's your one message?**

## STEP FOUR

# Unified Story

Now that you have your brand story and message clearly documented — connect with your team and customers to make sure you're all on the same page and can talk about what your company does.

This will unify your team, attract referrals and inspire action because there will no longer be confusion in the story you share.

## YOUR TEAM

Depending on the size of your team, interview three team members and ask the following question...

### ***What does our company do?***

*Takes notes on each response below:*



*To make sure your team is aligned with your brand story, ask yourself:*

☐

Are all the answers the same?

☐

Is there confidence in the responses?

If the responses are all different that means you're like most businesses and haven't clearly communicated your brand story.

This lack of clarity is costing you a great deal your company communications lack consistency. Your team is most likely sharing mixed messages to customers and each other.

You're not alone and there's a quick fix. Simply invite them to memorize and share your ONE MESSAGE.



## YOUR CUSTOMER

Follow a similar process with aligning your brand story with your customers. Who are supposed to be the characters in the story!

Interview 3 ideal or current customers and ask them the same question you asked your team...

### ***What does our company do?***

*Takes notes on each response below:*

Are the answers consistent?

Most likely, each response is different.

This means you have not clearly communicated your brand message with your team and customers who are the only people that can help your business grow.

Now copy and paste your newly written ONE MESSAGE and send it around to your team and customers with a simple note that says something like, “To help us more clearly talk about what we do as a company I created simple message we can all memorize and share in our marketing, bios and conversations. Here it is! ...”



## STEP FIVE

# Brand Keywords

Messaging begins with intention.

There must be a clear purpose defined and communicated throughout all your messaging.

People buy-in to a purpose bigger than themselves, a mission that's easily understood — a WHY.

When you lead with why in all your marketing efforts then you'll lay the foundation for amazing relationships and actually attract the right people into the movement you're building.

We want to simplify your mission into 3 intentional brand keywords that'll drive every decision made in your business.

So, to identify your 3 brand keywords, consider the following questions.

- ✓ What inspires you?
- ✓ What do you value most?
- ✓ What's the vision for your business?
- ✓ What makes you different?

**Consider brainstorming about 10 words that resonate most with you.**



***Do you see a common thread?***

*Identify the top 3 that most connect with you and make them your brand keywords.*

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***Keyword #1***

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***Keyword #2***

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***Keyword #3***

Each keyword will be a guide to how we make decisions, create new content and communicate our vision in a simplified way.

## STEP SIX

# Language

How you communicate with words is essential for building rapport with people, especially your customers.

As humans, we experience the world through all senses.

**Sight, Sound, Smell, Taste and Touch.**

This is how each of us receive information — a message.

And because every one of us is unique, we prefer different types of communication.

So when you put words to your messaging, it's important that you personalize the choice of words based on the type of person you're communicating to.

The following are types of words people prefer based on the different language types.

*What type best fits your perfect customer?*

*And, what types of words do you use in your content?*

# SIGHT

People who are more visual are often more alert, organized and remember information by seeing pictures, videos and designs.

They are not distracted by noise. They forget verbal instructions. Appearances are important.

Words like see, look, view, show, reveal, imagine, envision, clear, focused are most impactful.

# SOUND

Auditory people remember what they hear from music, podcasts, audiobooks. They are more easily distracted by noise. They like systems and pay attention to the tone of voice and word choice.

Words like hear, listen, music, silence, be heard, resonate, question, sound, tune in are most impactful.

# SMELL

Smell based people are less common but prefer to interact with the world through smells. They prefer to have no noise and are good at distancing and silence for inspiration. Simple is better.

Words like sensitive, experience, nature, savor, essence, flavor are most impactful

# TASTE

People who prefer taste recognize when something (a message) feels off. If communication is done poorly then they're left with "a bad taste" in their month.

It's not always a literal taste of food or drink but the feeling that's left in their stomach (gut feeling) or dry mouth are important cues.

And of course, tasty food or drink often sends a message that's often indescribable.

Words like zest, sweet, savor, tasty, distinct, process are most impactful.

# TOUCH

Touch people are more methodically and prefer slow speech.

They respond well to physical touch and interacting with how a message is communicated.

They are interested in a product or service if it "feels right."

Words like feel, touch, grasp, tap into, concrete, solid, get a handle are most impactful.

## STEP SEVEN

# Transform Beliefs

The best stories transform beliefs.

Frodo Baggins needed to go on a journey and face conflict on his way to destroy the evil ring in order to build the belief that he could be successful — even in the final seconds.

Every powerful story follows the same process.

The main character develops new beliefs as they become a new, better person by the time the credits roll or the book closes.

In order to transform beliefs in your marketing, ask yourself the following about your customers...

**What current beliefs stop customers from buying your product or service?**

*This is the specific idea, false story, objection, pain or problem that is stopping them from finding a solution.*

A large, empty rounded rectangular box with a thin gray border, intended for the user to write their answer to the question above.

**What new beliefs do your customers need to be ready to buy?**

*This is the opposite of a false belief and should be positive in nature. Think of the one thing your perfect customer must believe to buy your product or service.*



**What story can you share that relates to these old and new beliefs?**

*This may be a personal, customer, fictional or non-fictional story. There may even be multiple stories you can tell related to each belief.*



**What hooks can you share that'll peak the interest of your ideal customer to want to listen, watch or read this story?**

*Why should someone care about creating a new belief? There may be multiple hooks to use and can come in the form of a polarizing statement or thought provoking question.*



## What do you offer that's the solution to the problem present in the belief and story?

*Assign relevant offers to the right story. This will include any product and service.*

Most of the messages you share in your videos, podcasts, webinars (your content!) will be most effective when you have a goal of transforming beliefs.

Use the planning template below to begin creating multiple messages that will help your customers believe that your product or service is the solution to their problems.

Invite them into your brand story as you build your marketing plan and create your content.

<b>Current Belief</b>	<i>What false beliefs are keeping customers from buying products/ services?</i>	<b>I'm not good enough to...</b>
<b>New Belief</b>	<i>What must the customer believe to be ready to buy (internal, external, etc.)?</i>	<b>I do have what it takes to...</b>
<b>Story</b>	<i>What personal or customer stories can be shared that are relevant to belief transformation?</i>	<b>Story of discovering the solution...</b>
<b>Hook</b>	<i>What question or statement will attract attention to the story?</i>	<b>Do you feel like you're not...</b>
<b>Offer</b>	<i>What question or statement will attract attention to the story?</i>	<b>Product / Service</b>

# What's Next?

Your solution for marketing success and brand growth is a messaging framework that helps you talk about your business so customers listen. Eliminate confusion, stop wasting time and money on marketing that does work and join the Story Supply course.

## The Content Supply Plan.



Get access to the support, skills and services to grow your visionary business at [ContentSupply.com](https://ContentSupply.com).

# ContentSupply.com

**START NOW**