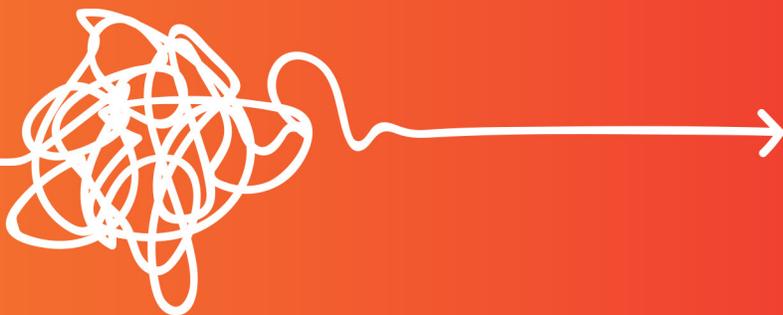Author of #1 Wall Street Journal
bestseller *Building a StoryBrand*

DONALD MILLER

WITH DR. J.J. PETERSON

MARKETING
MADE
SIMPLE

A STEP-BY-STEP STORYBRAND
GUIDE FOR ANY BUSINESS

BOOK
PDF

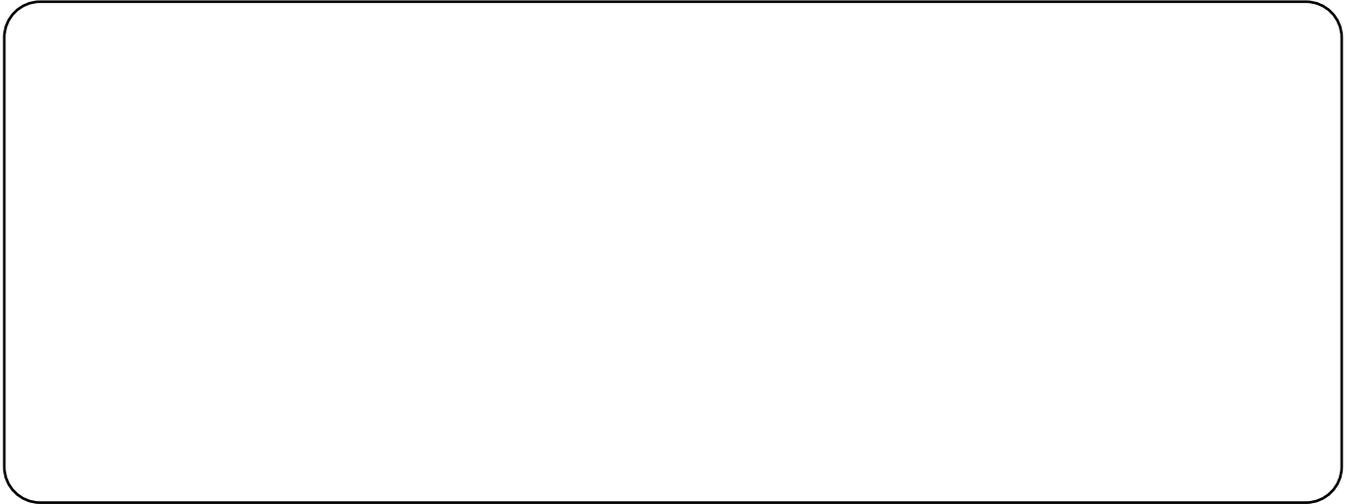# One-Liner

Write your One-Liner below:

Website Wireframe

Lay out your website in the sections below:
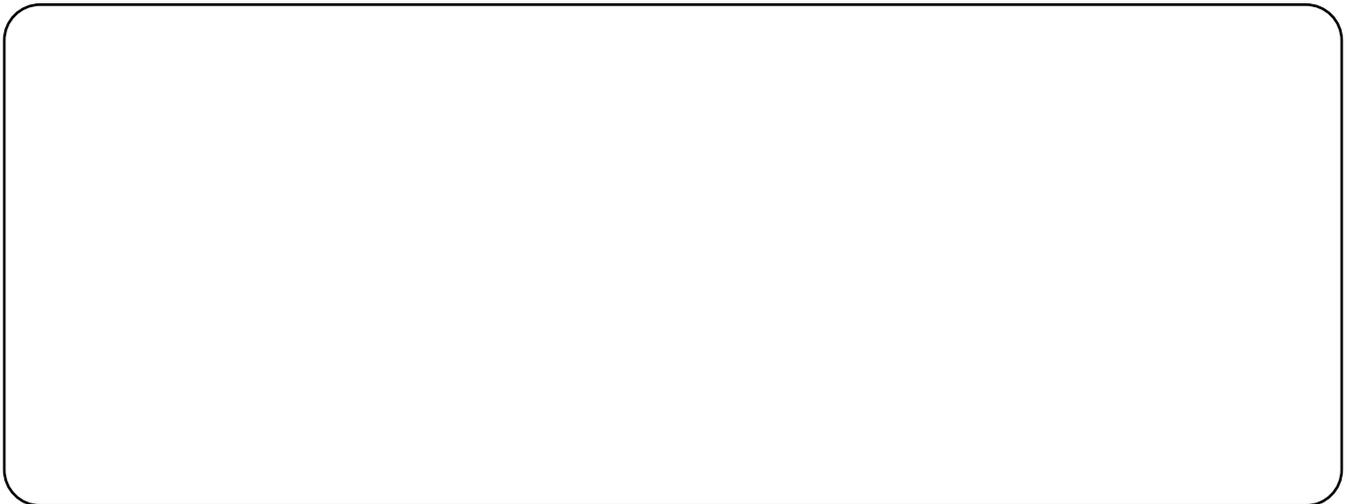
HEADER

STAKES

VALUE PROPOSITION

GUIDE

PLAN

STEP 1

STEP 2
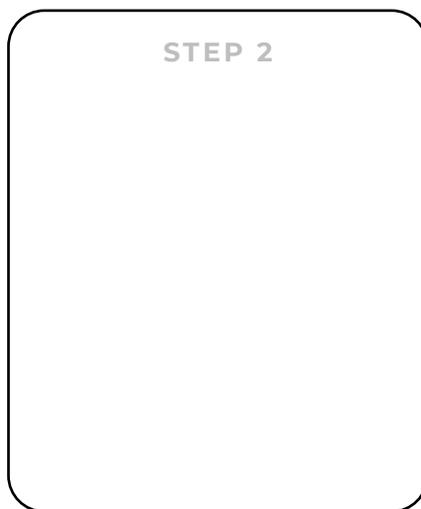
STEP 3

EXPLANATORY PARAGRAPH

VIDEO

PRICE CHOICES

JUNK DRAWER

Lead Generator

Write your lead generator ideas below:

INTERESTING TITLE
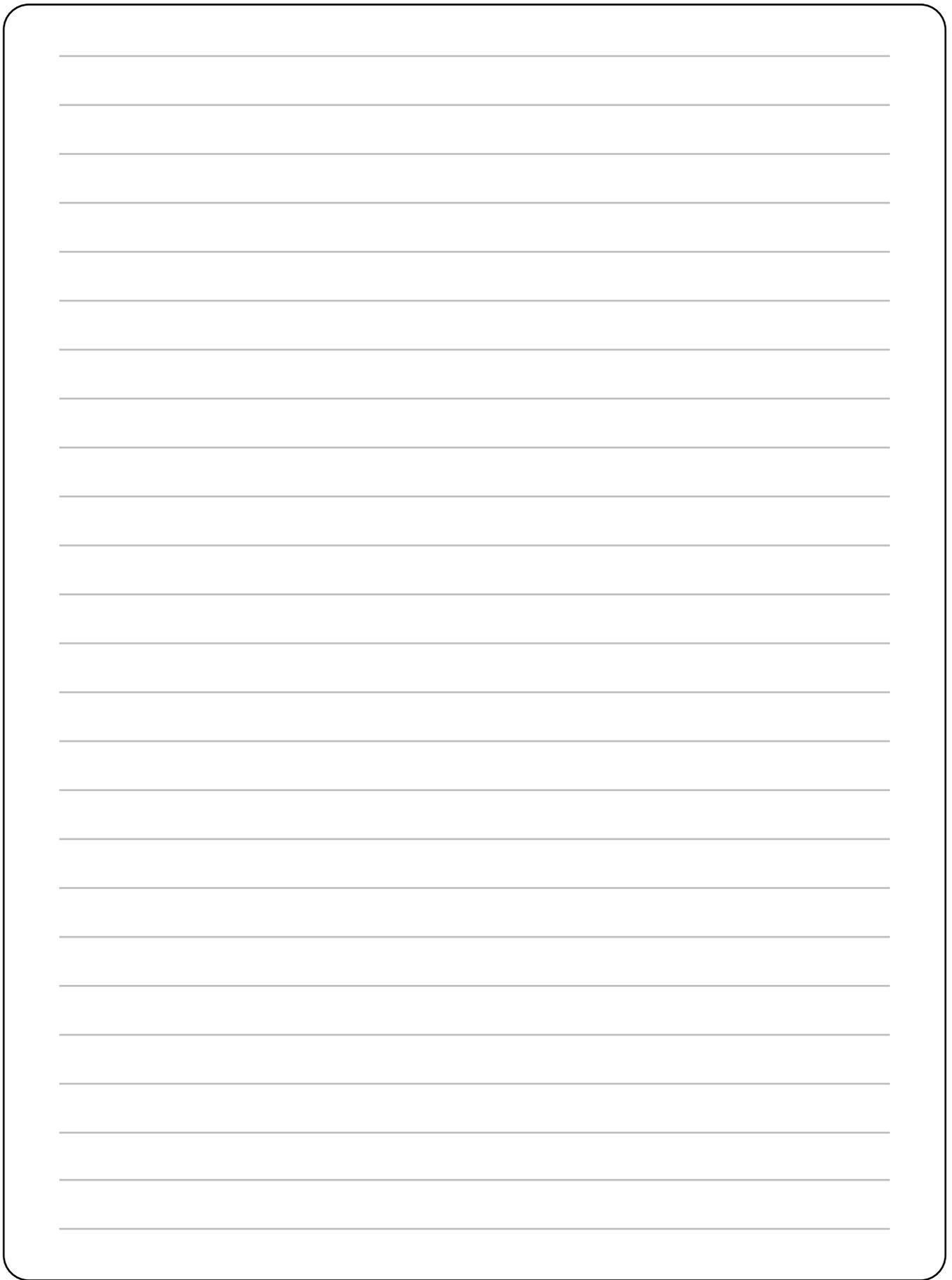
Nurture Campaign

Write your nurture campaign ideas below:

Sales Campaign

Write your sales campaign emails below:

EMAIL #1 - DELIVER THE ASSET

SUBJECT LINE

SUBJECT LINE

SUBJECT LINE

SUBJECT LINE

SUBJECT LINE

SUBJECT LINE

BrandScript Script / Explanatory Paragraph

At _____ we know that you want to be (a/an) _____
COMPANY NAME   IDENTITY TRANSFORMATION

_____ . In order to do that, you need _____ . The
                                              CHARACTER WANT

problem is _____ which makes you feel _____
           EXTERNAL PROBLEM   INTERNAL PROBLEM

_____ . We believe _____ .
                                               PHILOSOPHICAL PROBLEM

We understand _____ which is why we _____
              EMPATHY   AUTHORITY

_____ .

Here's how we do it: 1. _____ 2. _____
                        PLAN: STEP 1   PLAN: STEP 2

_____ 3. _____ .
                   PLAN: STEP 3

So, _____ . And in the meantime, _____
    DIRECT CTA   TRANSITIONAL CTA

_____ . So you can stop _____ and instead
                                  FAILURE

_____ .
SUCCESS

Meeting Agendas

BRANDSCRIPT SCRIPT AND ONE-LINER MEETING

1. MEETING OPENING

A. Introduce all those in the room to highlight that the reason they are there is because they bring something important to the table.

B. Talk about the purpose for the day: to get everyone on the same page with a clear message about what the company does.

C. Introduce the concept of BrandScript script and One-Liner

2. BRANDSCRIPT SCRIPT ACTIVITY

A. Introduction and purpose

B. Group brainstorming

C. Decision

3. ONE-LINER ACTIVITY

A. Introduction and purpose

B. Group brainstorming

C. Decision

4. ASSIGN TASKS AND DEADLINES

5. REMIND PEOPLE ABOUT THE NEXT MEETING FOR WEBSITE WIREFRAME.

1. MEETING OPENING

A. Introduce all those in the room if necessary and explain why they are there and what they bring to the table.

B. Talk about the purpose for the meeting: to create a website wireframe complete with all the sections of the website homepage.

C. Introduce the sections of the website you will be covering today.

2. REVIEW BRANDSCRIPT SCRIPT AND ONE-LINER AND EXPLAIN THE WEBSITE NEEDS TO STAY ON THEME AS MUCH AS POSSIBLE.

3. WEBSITE COPY CREATION

A. The Header
   i. Does it answer the questions: What are you offering? How does it make our customers' lives better? Where can I buy it? How can they buy it?
   ii. Do the pictures you intend to use support the sales pitch or confuse customers about what you are selling?
B. The Stakes
   i. What is life going to look like if the customer does not buy your product or service?
   ii. What negative experiences are you keeping your customers from having to deal with?
C. The Value Proposition
   i. What positive results will a customer receive if they buy your product?
   ii. What does your customer's life look like if they buy your product or service?
D. The Guide
   i. Empathy: what empathetic statement can you make that expresses your care, concern, or understanding about your customer's problem?
   ii. Authority: how can you reassure your customers you are competent to solve their problem?
   iii. Testimonials
   iv. Other: logos, statistics
E. The Plan
   i. Three or four steps: What is the path a customer needs to take before or after buying your product?
   ii. What are the benefits of each of those steps?

F. The Explanatory Paragraph

       i. Simply use your One-Liner followed by your BrandScript script to make this section simple, clear, and easy.

G. The Video (optional)

       i. Decide on video

       ii. Decide on title

H. Price Choices (optional)

       i. How will you visually display the price or prices of this product.

I. Junk Drawer

4. ASSIGN TASKS AND DEADLINES

5. SCHEDULE OR REMIND THE TEAM ABOUT THE NEXT MEETING IN WHICH YOU WILL DISCUSS EMAIL SEQUENCES.

LEAD GENERATOR AND EMAIL SEQUENCE

1. MEETING OPENING

A. Introduce all those in the room if necessary and explain what their role will be as it relates to the campaign.

B. Talk about the purpose for the day: to decide on a lead generator, create content for the lead generator, and outline the various email campaigns you have decided to create.

C. Introduce the concept of the lead generator, nurture emails, and sales emails.

2. REVIEW BRANDSCRIPT SCRIPT AND ONE-LINER AS AN EFFORT TO STAY CONSISTENT IN YOUR CONTENT.

3. LEAD GENERATOR

A. Brainstorm a list of ideas for lead generators.

B. Decide on the first one to create.

C. Create an outline for content.

D. Save unused lead generator ideas for potential nurturing email content.

4. NURTURE EMAILS

A. Brainstorm possible types
  - i. Weekly Announcements
  - ii. Weekly Tips
  - iii. Weekly Notifications

B. Make a decision and create subject lines and brief talking points for each. Your copywriter will love the head start this brainstorm delivers

5. SALES EMAILS (OUTLINE THE CONTENTS OF EACH TYPE AS YOU GO)

A. Title of "Deliver the Asset" Email

B. Title of "Problem + Solution" Email

C. Title of "Testimonial" Email

D. Title of "Overcome Objection" Email

E. Title of "Paradigm Shift" Email

F. Title of "Sales" Email

6. ASSIGN TASKS AND DEADLINES.

7. DISCUSS WHEN THE NEXT MEETING WILL TAKE PLACE. IN THE NEXT MEETING YOU WILL REFINE THE CONTENT.

CONTENT REFINEMENT MEETING

1. MEETING OPENING

A. Talk about the purpose for the day: to go over all the collateral created in order to get ready for the launch and to set the calendar.

2. REVIEW AND EDIT ONE-LINER.

3. REVIEW AND EDIT WEBSITE.

4. REVIEW AND EDIT THE LEAD GENERATOR.

5. REVIEW AND EDIT THE NURTURE EMAILS.

6. REVIEW AND EDIT THE SALES EMAILS.

7. DECIDE WHEN YOU ARE GOING TO LAUNCH THE CAMPAIGN.

8. ASSIGN TASKS AND DEADLINES.

9. SET DATE ABOUT ONE MONTH AFTER THE CAMPAIGN LAUNCHES TO REVIEW THE CAMPAIGN AND MAKE CHANGES AND IMPROVEMENTS.

RESULTS ANALYSIS AND REFINEMENT MEETING

1. EXPLAIN THE OBJECTIVE OF THIS MEETING IS TO REFINE A SPECIFIC CAMPAIGN.
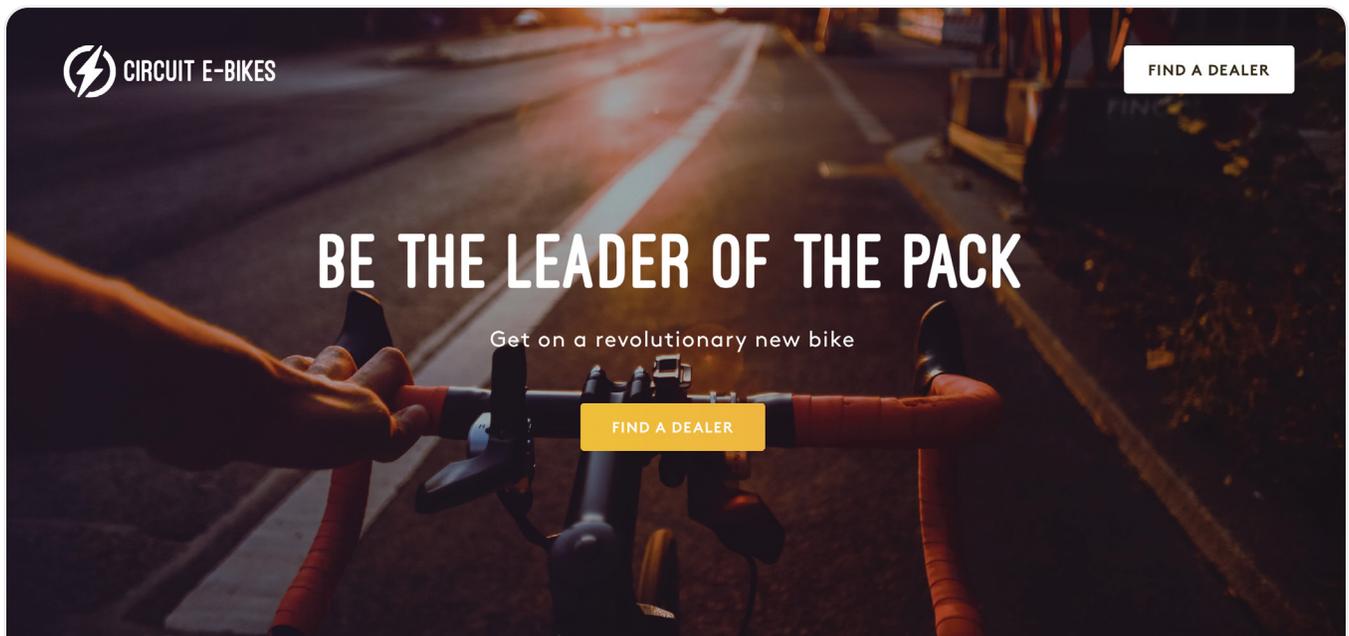
2. PASS OUT THE EMAILS FOR THE CAMPAIGN.

3. REVIEW THE DATA. WHAT'S WORKING AND WHAT ISN'T?

4. REVISE, EDIT, OR REPLACE ANYTHING THAT IS NOT WORKING.

5. DISCUSS WHAT IS WORKING AND SEE IF YOU CAN USE SOME OF THE LANGUAGE IN OTHER PLACES ON THE WEBSITE OR IN THE EMAILS.

6. ASSIGN THE REVISIONS TO THOSE WHO WILL BE RESPONSIBLE TO EXECUTE.

Sample Wireframe

SAVE TIME AND TAKE BACK CONTROL OF YOUR LIFE WITH A CIRCUIT E-BIKE

SAVE MONEY ON GAS

Hop on your e-bike for even half your trips and enjoy a significant dip in your gas expenses.

[FIND A DEALER]

AVOID PARKING HASSLES

Ditch the parking meter - and park wherever you want - when you get on an E-Bike.

ARRIVE ON TIME - OR EARLIER

Impress your boss when you're the first one at the office everyday.

WE DON'T JUST CARE ABOUT BIKES.
WE CARE ABOUT YOU.

[FIND A DEALER]

More than 20,000 happy riders

More than 5mm gallons of gas, saved

More than 100,000 commute hours saved

THE MOUNTAIN CLIMBER

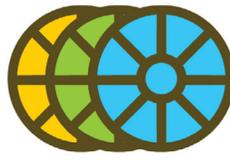READ MORE >

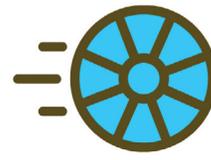## THE COMMUTER

READ MORE >

THE BEACH COMBER

READ MORE >

HOW IT WORKS

1. GET FITTED

2. CHOOSE A BIKE

3. LEAD THE PACK

FIND A DEALER

STOP STRESSING OUT IN TRAFFIC AND BREEZE THROUGH LIFE ON A CIRCUIT E-BIKE

With 110 people moving to Nashville every day, people are wasting more and more time sitting in traffic. With a Circuit E-bike fitted just for you, you'll get to work faster and add hours back in your day.

Continue reading…

10 WAYS AN E-BIKE WILL **MAKE** AND **SAVE** YOU MONEY

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DON'T SIT IN TRAFFIC! BREEZE THROUGH LIFE!

FIND A DEALER

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