Brand Story

Client Name: Affinity Massage

Date: 2/23/2022

This worksheet has been developed based on Donald Miller’s “Building A Story Brand” and the SB7 framework described inside of the book.

# A Character

Your customer is the hero of your story. What do they want as it relates to your product or service?

| Relief from stress and pain |
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# Has a Problem

**VILLAIN**

Is there a root cause of your customers' problems? Can you personify this root cause as a villain? What is the villain in your customer's story?

| Pain–physical from injury and inflammation, and emotional from stress and from not being their best selves |
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**EXTERNAL**

What is a problem your customers deal with as it relates to your product or service?

| Limitations on their lifestyle (Always tired, mental fatigue, pain, exhaustion) |
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**INTERNAL**

How is this villain making your customers feel?

| Frustrated and discouraged because they’re not who they want to be. Saddened/frustrated because they aren’t treating loved ones like they want to. |
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**PHILOSOPHICAL**

Why is it "just plain wrong" for your customers to be burdened by this problem?

| They’re miserable when they don’t need to be. Massage and proper self care can relieve the pain they’re experiencing. |
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# And Meets a Guide

**EMPATHY**

What brief statement can you make that expresses empathy and understanding?

| We want to help you overcome the pain that’s causing you to be less than your best self.  We’ve all been hurt and in turn we’ve all hurt other people. You can be the change. |
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**AUTHORITY**

How can you demonstrate competency in solving your customer's problem?

| We have the power to heal each other.  25 years of combined experience in massage. Training in 10+ modalities. An up-to-date and modern facility that provides an environment where you can truly relax. |
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# Who Gives Them a Plan

**PROCESS**

Are there 3 or 4 steps your customers can take that would lead them to a sale or explain how they would use your product after the sale?

| Schedule an appointment.  Show up on time.  Communicate with your therapist about pains and tensions before the massage and needs during the massage (more pressure, different spots, etc).  Drink LOTS of water and electrolytes after the massage.  Schedule an appointment.  Show up on time.  Communicate with your therapist.  Follow post-care instructions (drinking water + electrolytes, stretching, follow-up, etc) |
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**AGREEMENT**

List the agreements you can make with your customers to alleviate their fears of doing business with you.

| We’ll respect your boundaries and guarantee a professional environment.  We’ll always give you the space and environment to heal.  We’ll never make you feel uncomfortable and exposed (You can keep as much clothing on as you want, you will always be as covered and as clean as you want to be). |
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# And Calls Them to Action

**DIRECT**

What is your direct call to action?

| Schedule a massage |
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**TRANSITIONAL**

What transitional calls to action will you use to on-ramp customers?

| Learn about the benefits of massage. |
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# That ends in a Success

List the positive changes your customers will experience if they use your product or service.

| They become healthier, happier, more relaxed, and better able to be who they want to be. |
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# That Helps them Avoid Failure

List the negative consequences your customers will experience if they don't use your product or service.

| Continued pain and stress, damage to important relationships, inability to live the life they want. |
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# Character Transformation

**FROM**

How was your customer feeling about themselves before they used your product or service?

| Hurting, frustrated, disconnected, and discouraged. A hurt person who hurts other people. |
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**TO**

Who will your customer become after they use your product or service? What is their aspirational identity?

| Healthy, happy, and free from pain. A healthy person who heals (and loves) other people. |
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