

# Business Story Framework.

## Step 1 Define your hero.

Your hero is your ideal customer. Describe the type of person you ideally want to attract. Where do you find them? What are their challenges in relation to your field of expertise?

The clearer you are about the type of people you can transform into hero's the easier it will be for you to find and attract them.

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## Step 2. The transformation goal.

As a marketer, the first thing you need to be clear about your ideal clients current to desired state. When you truly understand where prospective client is and more importantly, where they would like to go, you can build a story that will grab their attention.

Identify what is it that your customer REALLY wants you to help them achieve?

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## Step 3. Overcoming the roadblock.

The thing that stops people moving forward is often the same thing that will motivate them to act. It is the GAP, between where they are and where they want to be. The GAP is typically a problem, challenge, fear or barrier that the prospect can't get past.

Identify what is the GAP your customer wants you to help them close? What is their pain, problem or challenge?

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#### **Step 4. Position and proving your expertise**

It's important to remember you're not the HERO, you are the person that supports the HERO and allows them to shine. The easiest and most effective way to demonstrate your expertise and show you are the right person to listen to is to shine a light on another customer.

You show your talent by sharing the transformation that another customer – (just like them) achieved by following your advice or using your products or services.

Describe one past clients journey and the transformation they have experienced. It's best to quantify the transformation wherever possible, i.e. they lost 20kgs, doubled their sales etc.

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#### **Step 5. Highlight the point.**

At the end of your business story you don't want your prospective customer wondering what was the moral (point) of the story. You need to spell out the action you want them to take next.

Identify what is your call to action needs to be. What do you want them to do now?

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#### **Final Word.**

If you downloaded this cheat sheet and then went, wait a minute this looks like work, you're right it is.

If you want to be able consistently attract quality prospects to your door it's going to take some work on your part.

I can promise you making the time to build your business story will have a positive and profound impact on your marketing results and your income levels.

Good luck. If you would like access to more tools and resources to help you grow your business simply visit [www.marketersclub.com.au](http://www.marketersclub.com.au)