Master Your Message

BRAND STORY
Blueprint

TABLE OF CONTENTS

INTRODUCTION

As you've probably noticed, it's hard getting your dream clients' attention these days. Distracted, overwhelmed, and faced with endless options for things to pay attention to, they ignore *most* of it.

You're here to prepare your message for battle with all this noise, and the first thing I need you to do is accept the fact that **nobody cares about your business.**

A bit of a rude way to kick things off, I know. But hear me out.

I'm sure yours is a lovely business and you're a wizard-ninja-guru at what you do—but people don't have a reason to care about any of that unless there's something in it for *them*.

When people land on your website, they're not there to learn about your business. They're there to satisfy a need, get an answer to a question, or find a solution to a problem.

The only *question* is whether you're the one to help them.

All the noisemakers out there put themselves at the center of their brand story: bland, boring, *blah-blah-blah* that people are forced to sift through to get to the stuff that's relevant to them.

Get this one thing right and you'll get your signal through and transform your business:

YOUR BUSINESS IS NOT THE HERO OF YOUR BRAND STORY, YOUR CUSTOMER IS.

Your Brand Story Blueprint is a combination of your customer's story and your story. Follow the exercises in this workbook in order and you'll notice they're "sandwiched":

- The first thing we need to figure out is the problem you solve for your clients because this is what makes or breaks your message.
- Then we'll dive into the building blocks of your brand story—not only what you sell, but how you do it differently and the reasons why you do it.
- Finally, we'll get to know your ideal customer a bit better and get more specific about who they are so you can begin speaking directly to them about things they care about.

In the last section, you'll recap everything you learned and create short brand positioning statements that'll help set you apart from the competition and create clear, consistent messages your dream customers will *actually want* to pay attention to.

**YOUR CUSTOMER'S STORY + YOUR STORY =
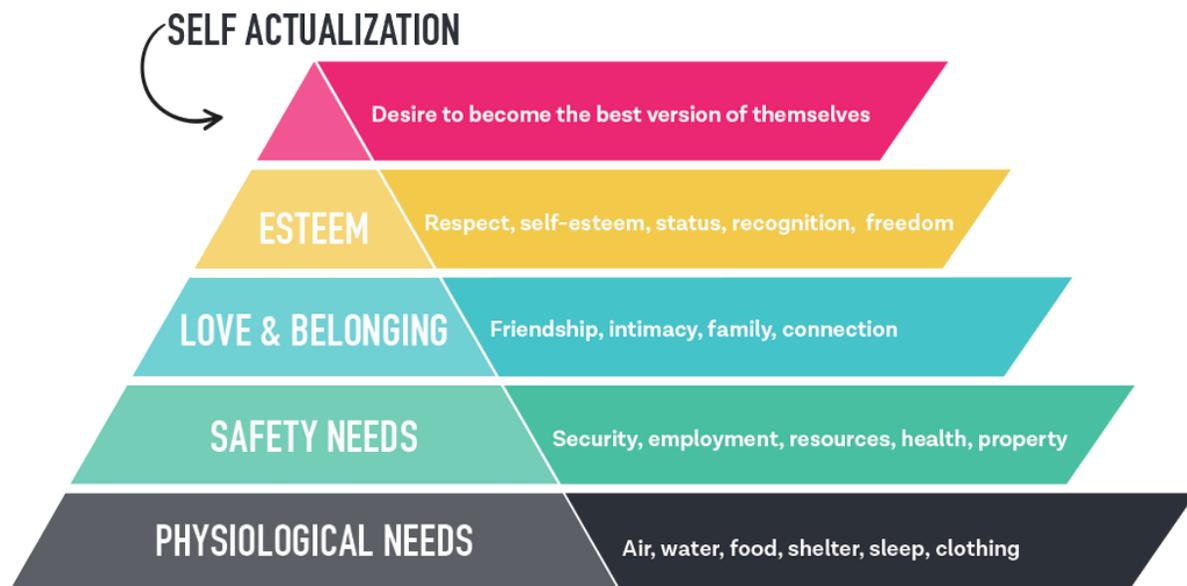YOUR BRAND STORY BLUEPRINT**

THE BUILDING BLOCKS OF YOUR BRAND STORY

YOUR CUSTOMER'S STORY

WHAT YOUR DREAM CLIENTS NEED
This is Maslow's Hierarchy of Needs.

You may have seen this before, but it's worth a refresher because included in this handy chart is everything people need. And if you're not selling something people need, good luck getting them to buy it.

What Maslow aims to teach us is that human beings all have the same basic needs, wants, and desires.

It doesn't matter if you're a copywriter, financial advisor, or a yoga instructor—what they buy from you is all part of their master plan to get what they need and those needs are the same for all humans.

[**Click Here to Get Your Copy of
The Brand Story Blueprint**](#)

Hi, I'm Taughnee (sounds like "Tawny") Stone. I'm a brand strategist and designer on a mission to empower tiny service-based businesses (like mine!) to brand bravely and attract clients they love.

Whether your dream is location-independence, financial freedom, or creating more joy and personal fulfillment in your work, I'm here to help.

You can check out my consulting and done-for-you branding services here, explore my free resources here, and connect with me on social:

Join the Online Biz Superheroes Facebook group
Twitter
Instagram (business)
Instagram (personal)
Facebook
Pinterest
LinkedIn