

# StoryBrand Framework Template

This template will guide you through the seven essential components of the Storybrand Framework, helping you create a compelling narrative that resonates with your audience and drives action.

## 1. Character (Your Customer)

- Who is the hero of your story?
- What are their needs and desires?
- What challenges or problems are they facing?

## 2. Problem

- What is the main problem your hero is facing?
- Why is this problem a big deal?
- How does this problem affect their life or business?

## 3. Agitate

- Make the problem feel urgent and important.
- Highlight the negative consequences of not solving the problem.
- Create a sense of urgency and a need for change.

## 4. Offer (Your Product or Service)

- How does your product or service solve the problem?
- What are the key benefits and features of your offering?
- How does your solution make the hero's life better?

## 5. Call to Action

- What do you want the hero to do?
- Clearly state your desired action (e.g., buy now, sign up, learn more).

- Make the call to action easy and compelling.

## **6. Authority**

- Why are you qualified to solve the problem?
- What are your credentials or experience?
- How have you helped others overcome similar challenges?

## **7. Trust**

- Why should the hero trust you?
- What are your testimonials or case studies?
- How do you build trust and credibility?

By following this template, you can create a clear and compelling story that resonates with your audience and drives action. Remember, the goal is to make your brand the hero's guide and help them overcome their challenges.