Brands can apply the StoryBrand formula by focusing on clarity and ensuring the message resonates with their audience. Here's how:

Identify the Customer as the Hero:

☐ Position the customer, not the brand, as the hero. Understand their needs and desires.

Define the Problem

☐ Address the challenges or pain points the customer faces.

Position the Brand as the Guide

☐ Showcase how your brand helps solve the problem with empathy and authority.

Provide a Clear Plan

☐ Offer a straightforward solution or process.

Call to Action

☐ Encourage customers to take action with a clear, direct ask.

Highlight Success

☐ Show how your product or service leads to a positive transformation.

Refine the Character's Desire

☐ Be specific about what the customer wants. Make sure it aligns with your offering.

Expand the Problem:

☐ Address external, internal, and philosophical problems. For example, focus not only on the external pain but also on how it makes the customer feel.

Clarify Your Brand's Role

☐ Build trust by presenting your brand as an experienced guide. Demonstrate empathy and authority.

Outline Consequences

☐ Emphasize what happens if the customer doesn't solve the problem and the success they'll experience with your product.

Test and Optimize

☐ Regularly check audience responses through surveys, A/B testing, and feedback. Ensure the message remains customer-centered and easy to understand.