

MESSAGING WORKSHEET

Use this worksheet to help craft high-converting and engaging content for website, products or services

Name of Product/Service

Price

Describe your product or service (Clearly State what it is?)

Web Page Lead Generator Social Post Email Blog Post Video Training Ad



This worksheet is based off of the SB7 Framework created by Donald Miller. [Learn More Here](#)

A CHARACTER

You must carefully and CLEARLY describe what the customer wants.
Don't be vague. Can you picture it?

Customer Desires and Wants

What does your customer want?

A large, empty rectangular text box with a thin grey border, intended for the user to describe what their customer wants.

Define something that they want is opening the Story Loop. Define the desire invite the customer into the story.

Aspirational Identities

Who are you helping your customer become?

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Brands that participate in the transformation of their customer, win.

Has A PROBLEM

If you can offer to resolve your customer's external, internal and philosophical problems when your customer make a purchase, you'll create raving fans

The Villain

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

External

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

Internal

How is this villain making your customers feel?

Philosophical

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

And Meets A **GUIDE**

You need to position yourself as a Guide in your Customer's story through expressing Empathy and Demonstrating Authority. This is where you create a bond with your customer.

Empathy

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

Authority

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

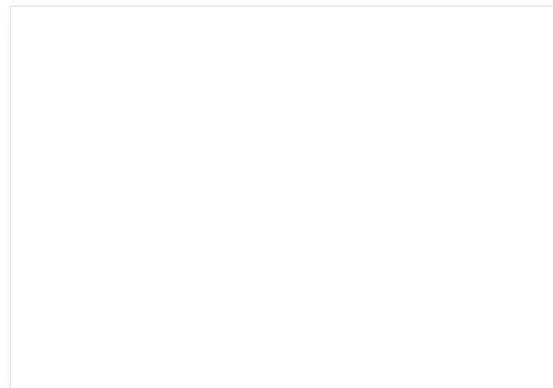
Authority Supporters Testimonials Statistics Awards Logos Press Mentions

Who Give Them A **PLAN**

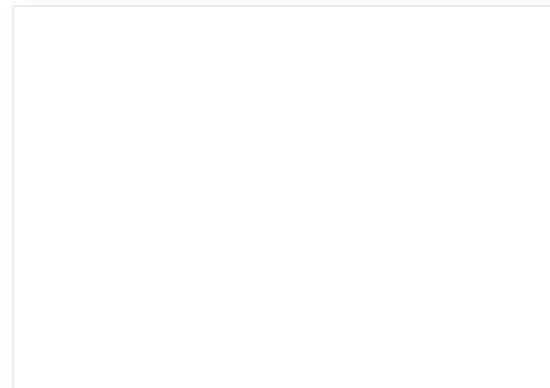
Are there 3 or 4 steps your customer can take that would lead them to sale or explain how they would use your product after a sale? You can use the 3 main sections of your signature framework as your plan

The Process

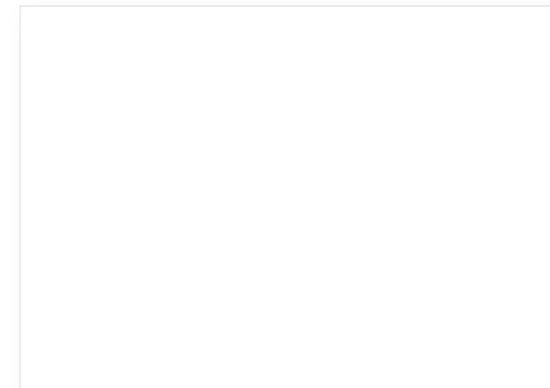
Step 1

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Step 2

A large, empty white rectangular box with a thin grey border, intended for describing the second step of the process.

Step 3

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Name your plan (Optional):

Give your plan a name that adds value

Agreement and Guarantees

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

And Calls Them To **ACTION**

Direct

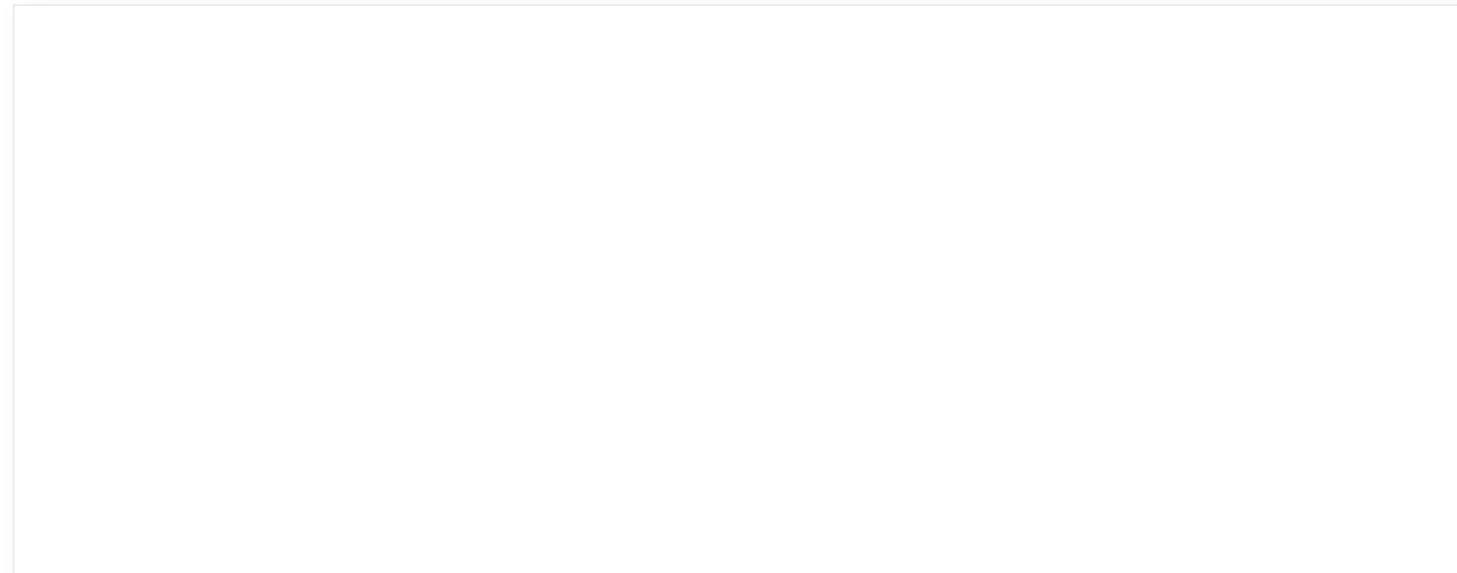
What is your direct call to action?

Transitional

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

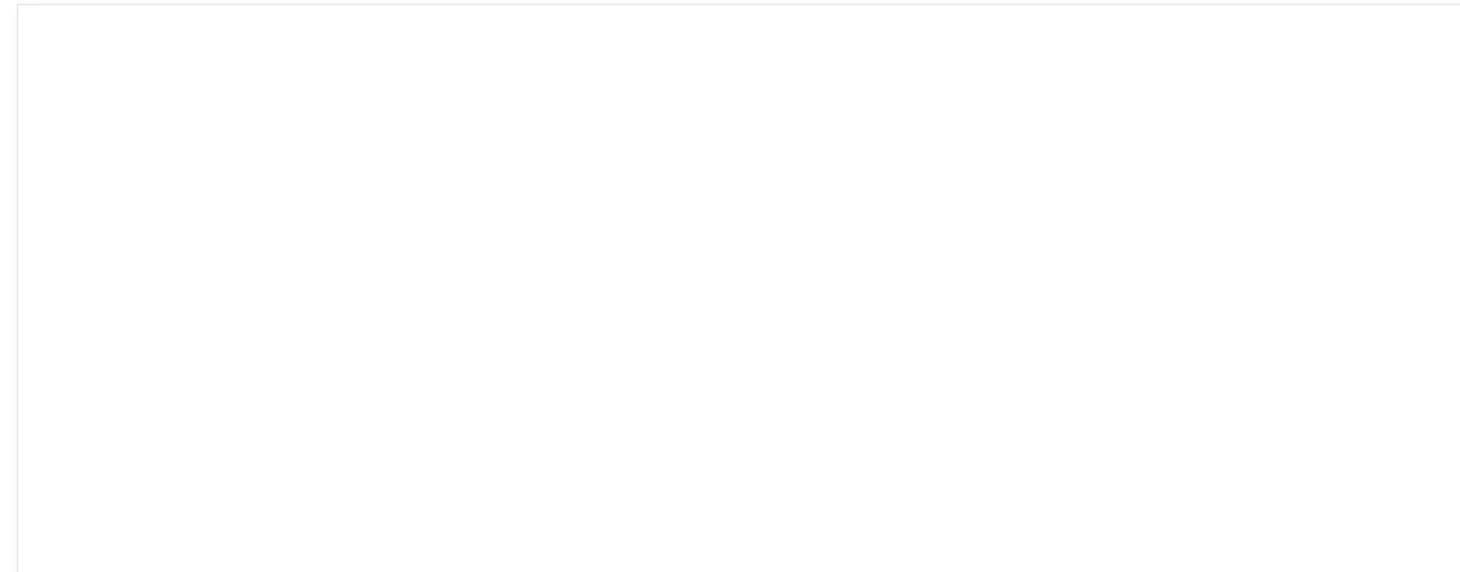
That End In A **SUCCESS**

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

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And Help Them Avoid **FAILURE**

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

A large, empty rectangular box with a thin grey border, intended for listing the negative consequences of not using the product or service.



STORYTELLING SIMPLIFIED

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