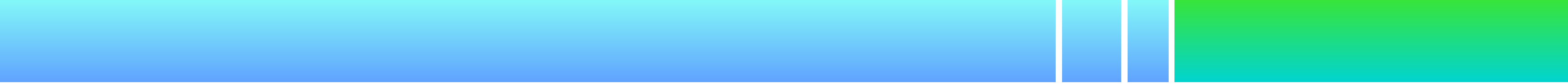




HI!

I'M JENN ALBA

Websites, Design, Marketing, Consulting



Fun

Easy

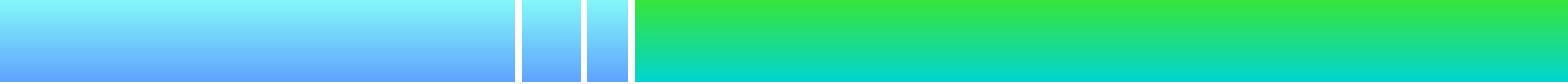
TODAY

**Think in ways you've
never thought before**

**Walk away with
a helpful tool for
Your business**

I HELP YOU

I HELP YOU _____

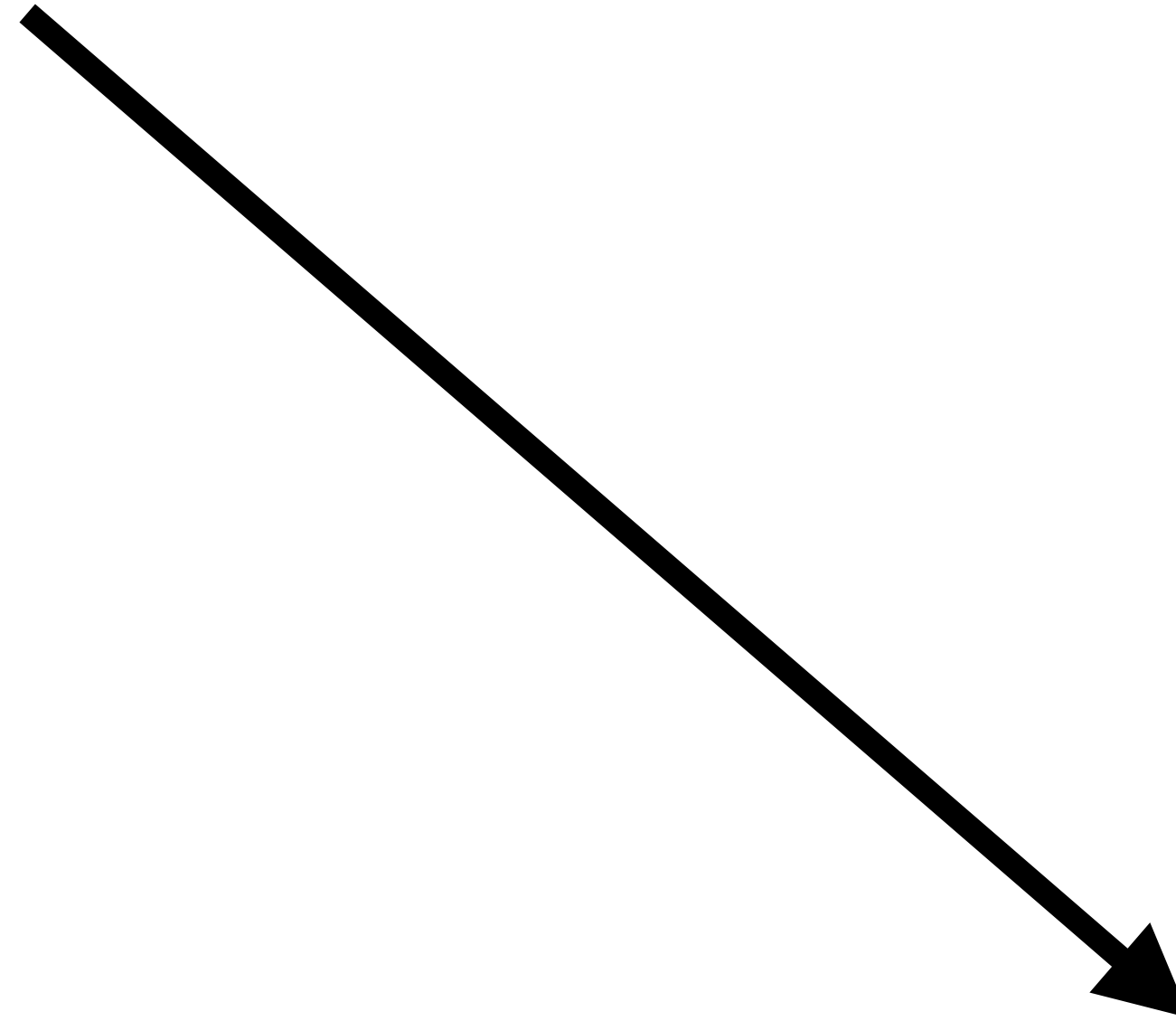


I HELP YOU (HOW)

Uniquely Simply

To overcome what pain point?

To experience what result?



You are not the hero of the story, your client is.

Why the Customer is the Hero

- **Focus on the Audience:** People care about their own stories, struggles, and desires. When a business talks too much about itself, it keeps the focus off the customer.
- **Self-Interest:** Customers are not looking for another hero; they are looking for support for their own journey.
- **Emotional Connection:** Customers make decisions based on emotional drivers. By understanding the client's emotional problems, a brand can create a message that truly connects with them.

How the Business Fits In

- **The Guide:** The business's role in the StoryBrand framework is to be a wise, experienced guide who has traveled the same path before.
- **Providing a Plan:** The guide (the business) provides a simple, clear plan that helps the hero (the customer) achieve their goals.
- **Showing Empathy and Authority:** A good guide shows empathy for the hero's plight and demonstrates their expertise and authority to help them.

NOW FOCUS ON 1 MESSAGE

Your marketing must have a single, crystal-clear core message.

If you say everything, you say nothing.

Actionable Tip: "Before you post anything online or run an ad, ask:
'Does this clearly communicate my ONE core offer to my ONE ideal client?'"

Review Exercise Part 1

- How do I help my clients?
- What is unique about me/my business?
- What result(s) do my clients experience?
- What is/are my customer(s) problems?
- I guide my clients to be the hero in their story by (providing what plan)?
- I show empathy by _____.
- I show expertise by _____.

Review Exercise Part 2

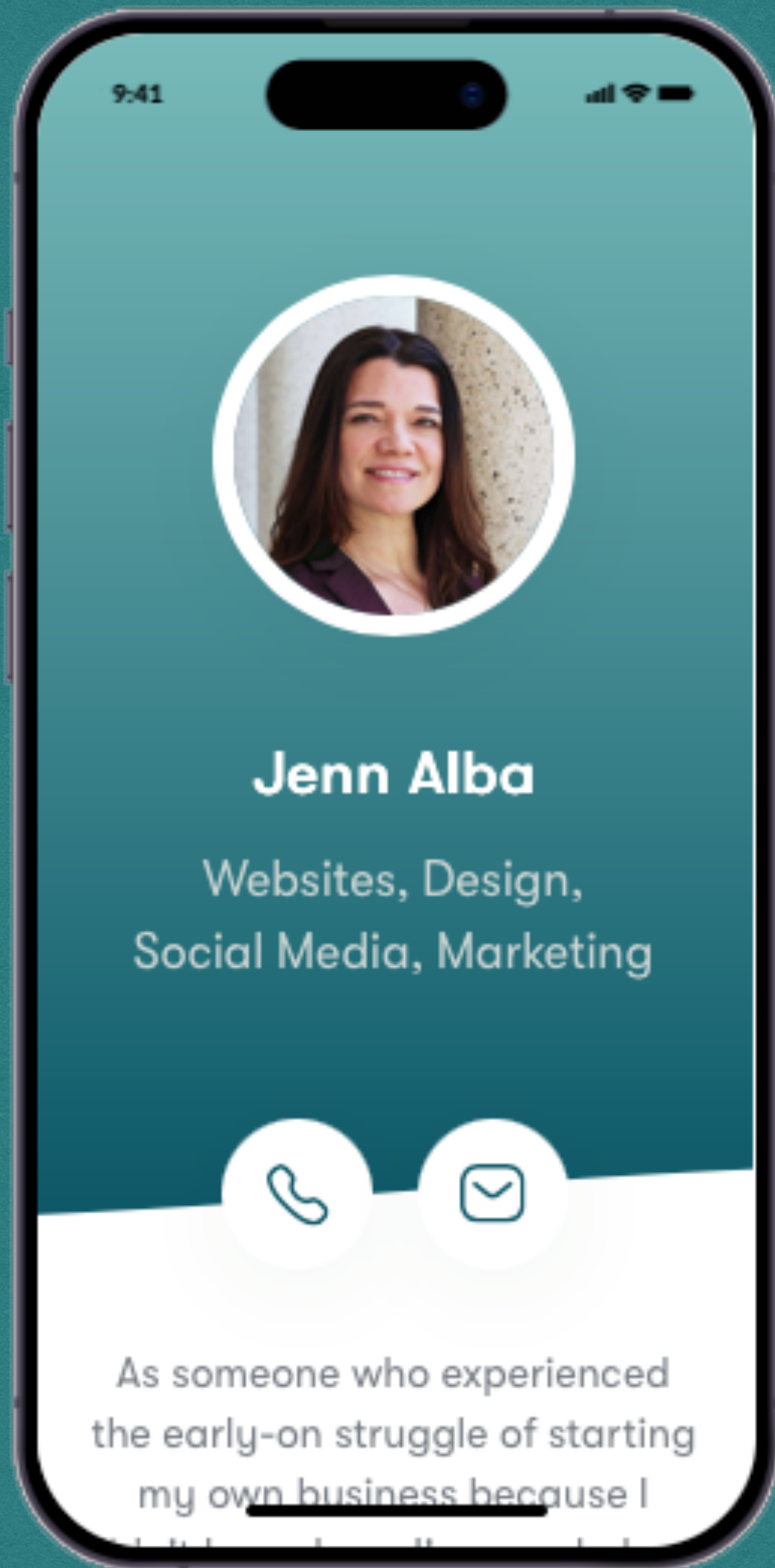
- What is the main/most important way I help my clients?
- What is unique about it?
- What result(s) do my clients experience in this one thing?
- What customer problem does this solution resolve?
- I guide my clients to be the hero in their story by providing (what)?
- I show empathy by _____.
- I show expertise by _____.

AI/ChatGPT/DeepSeek/(other) Prompts

Acting as a top marketing & sales expert, please take this information about my business and write:

- **An elevator pitch for me.**
- **An email for _____.**
- **A social media post for (specify platform). Include the best hashtags.**
- **A full marketing plan.**
- **Copy for a website landing page.**





YOUR **BUSINESS BRANDING GUIDE** QUESTIONNAIRE

