

Silver

► Core Messaging Questionnaire

1. **Client:**
2. **Marketing Coach:**
3. **Marketing Guide:**
4. **Core Messaging Writer:**
5. **Questionnaire Due:**
6. **Email to:**

Core Messaging clarifies and refines your marketing message using the StoryBrand framework. This 7-part framework uses storytelling principles to clarify your message.

Core Messaging ensures that your messaging resonates with your audience and stands out in a crowded market with more effective marketing materials and better engagement with potential customers.

StoryBrand

MESSAGING FRAMEWORK



These questions will guide you through the necessary information to compile your Core Messaging. Please answer the following questions as completely as possible.

Some items may not apply to you or your company. You might discover it's helpful to review the entire questionnaire before entering your answers.

A CHARACTER

Who is your customer?

1. If you think about your customers, can you break them down into distinct groups? If so, what are the main categories?
2. Can your products be broken into categories (by price, style, or target customer)? If so, what are the main categories?

What does your customer want?

3. What does your customer want? What's keeping them up at night?
4. It's unlikely that your customer wakes up in the morning saying they want your end product. What do they want?
5. When they sit down at their computers and try to solve their problems, what words do they use to search? What phrases are your customers Googling?

WITH A PROBLEM

External Problem

1. What is the big problem that you solve for your customers? What pain point do you resolve?
2. What is the physical, tangible thing that is getting in the way of your customers getting what they need?
3. What keeps your customers from solving their problems on their own?
4. What problem do you want to be known for solving?

Internal Problem

5. How does this problem make your customer feel? What emotions do they feel when encountering the problem before meeting you?
6. What words do they use to express their frustrations in dealing with this problem?

Philosophical Problem

7. Why is it fundamentally unfair for your customers to be burdened by this problem?

8. What deeper needs do they seem to satisfy when purchasing your product? *(For example, Homeowners don't buy tree trimming. They buy the peace of mind that a falling tree won't damage their home in a storm.)*

MEETS A GUIDE

Empathy

1. How does your company come alongside clients to help them overcome their problems?

2. Have you personally experienced a problem similar to your clients' problems?

3. When you put yourself in their shoes, what do you feel?

4. How does your company understand what it is like to experience this problem?

Authority

5. What are the things that equip you as the most trustworthy company to solve your customer's problems?
6. Statistics: We've helped __ people in your situation." We've helped people in your situation save __ a year."
7. Please list the names and contact information of 3 customers we can talk to.
8. Do you have a personal story of transformation that demonstrates your authority?
9. What credentials, expertise, awards, recognitions, or associations does your company have that speak to your ability to serve customers well?

WHO GIVES THEM A PLAN

1. Process Plan: What 3 or 4 steps can your customers take to lead them to a sale?
2. Value Plan: Are there 3 or 4 points that describe how you do it differently from others?

3. What are customers' frequently asked questions?
4. What are customers' greatest objections or concerns during the sales process?

WHICH CALLS THEM TO ACTION

1. Direct: What is your version of "Buy Now"?
2. Transitional: Not every client is ready to buy now. What intermediate step could your prospect take to keep them engaged with your company while weighing their purchase? What is your version of "Read This to Learn More About Us and Give Us a Call When You Are Ready"?

THAT LEADS TO SUCCESS

1. How do you make customers' lives better? How would they describe it?
2. What three things make your business or product unique in the market?

3. What do happy customers say that you did for them?
4. What are customers surprised to find out about your business?
5. What are customers most impressed by when working with your company?
6. A year after they use your product, what are customers saying? Are they still delighted?

AND HELPS THEM AVOID FAILURE

1. List the negative consequences your customer will experience if he doesn't use your product or service. What risks or issues are they likely to face?
2. How will their problems worsen if they don't move forward with your brand?

IDENTITY TRANSFORMATION:

As your customer's guide, you will help them move from frustration to success.

1. What kind of person does your customer aspire to be or to be seen as? *(For example, a homeowner may build a new deck because he aspires to be a popular neighborhood host.)*
2. Who will your customer become after he uses your product or service?
3. If your customer were talking to a friend, how would they describe their "before and after"?

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