



MASTERCLASS ACTION GUIDE

4 Step Framework for Crafting a Magnetic Brand Story that Attracts Your Right-Fit Clients with Maria Ross

How Buyers Buy and What the Heck IS a Brand Story Anyway?!

People don't always buy with the logical part of their brains. If facts were enough, we'd never see the marketing and advertising we see today. We buy with emotion.

CREATE AN EMOTIONAL CONNECTION

Show what your ideal client's life/work will be like if they engage with you. Share your values and approach so they feel good about buying from you. Feel part of a community they can be proud of.

If product or service quality were enough, we'd see very fact-based, boring marketing. We can leverage empathy to connect and engage.

Your brand story creates that connection.

Your Brand Story

- Positions you/your offerings in the client's mind. Where do you fit?
- Guides your strategy and investments.
- Communicates the value you offer, who you offer it to, and why it matters TO THEM
- Is about the business at large. It lives above a specific product or sales copy. It's the overarching business story that everything else ladders up to.

BRAND STORY ARCHITECTURE

Values - HOW we behave in the world...

Vision - WHY: what we work towards...

Mission - WHAT we do in pursuit of the vision

Core Value Prop - What we do, who we do it for, what do they get

Benefit Pillars - What do customers get? What are we known for?



3 Massive Mistakes

MISTAKE #1: Performing Random Acts of Marketing

What does this look like?

Why do people do it?

What does this lead to?

How do you recognize this mistake being made in your own business?



MISTAKE #2: Paralyzed by Perfection

What does this look like?

Why do people do it?

What does this lead to?

How do you recognize this mistake being made in your own business?



MISTAKE #3: Trying to Be All Things to All People

What does this look like?

Why do people do it?

What does this lead to?

How do you recognize this mistake being made in your own business?



The 4 Step Framework Revealed!

STEP #1: Know Yourself

Before you can serve others, you have to know who you are and how you work.

Think about your vision, mission, values and philosophy so you can communicate that to prospects - and attract the right ones.

What do you stand for? What are your brand and business goals?

Why is it important?

What are the benefits?

Why don't most people do this?

Your notes...



STEP #2: Know Your Customer

If you don't know your ideal client intimately, understand their needs, goals, fears and values, you can't connect and engage with the right people.

Empathy is your superpower! Truly understand your ideal client as REAL PEOPLE, not nameless blobs. Discover their fears, goals and values.

Why is it important?

What are the benefits?

Why don't most people do this?

Your notes...



STEP #3: Know Your Different

Lots of people do what you do. But customers don't care about you. They care about themselves. Communicate not just what you do, but what your customers GET. From their perspective. Empathy wins again!

Why is it important?

What are the benefits?

Why don't most people do this?

Your notes...



STEP #4: Articulate and Engage

Working on prompts is nice but you need to put it into action in a clear, consistent way.

Create your key brand messages and have them at the ready to deploy easily, quickly and effectively
- in everything you do.

Why is it important?

What are the benefits?

Why don't most people do this?

Your notes...



Your takeaway from today

If you take one thing from today –

You can build a magnetic brand that attracts your perfect-fit clients without sounding salesy, cookie-cutter, or inauthentic - if you know what to say!

Got more questions or want more help on crafting an empathetic and captivating brand story? Please check out red-slice.com or reach out to me at maria@red-slice.com