

HOW TO STORYBRAND YOUR WEBSITE

By Jon Morrison



How To Storybrand Your Website

The Checklist

Application Makes All The Difference

Too many business leaders read *Building A StoryBrand* but are not sure how to apply its principles to their business - especially their website. Now that you have downloaded this resource, you are one step closer to not just enjoying the book, but actually letting it transform how you talk about your business online.

Building A Storybrand humbled us by revealing that most of us have been talking about ourselves too much and not getting into the head and heart of our ideal client - the one who we exist to help.

Building A Storybrand changed all this for us and businesses all over the world are catching on. Did you read and love Building A Storybrand? You're not alone. This little resource will help you apply the principles to your most power piece of marketing collateral you have - your website.

Before we get into "Storybranding your website", the most important thing you can do after reading the book is to create what Don Miller calls a Brandscript. You cannot create a website without a Brandscript. Without a

Brandscript you will merely add more noise to an otherwise noisy marketplace. Your message on the site won't be clear and you will not be leading people along the hero's journey as it relates to your business.

Brandscripts are the foundation of your marketing message. You should not build anything without taking the time to lay it properly at first.

After all, what's the point of spending all that time and money on something when you are not even sure who you are talking to, what they are struggling with, and how to present yourself as the most trustworthy guide to lead them where they want to go?

Your Brandscript can serve three purposes in your marketing material:

1. It will help you editing existing marketing material.
2. It will provide a filter for present ideas you have.
3. It will help create content for future projects going forward.

What A Brandscript Does For Your Business

- Help you identify your ideal client and understand what they desire most.
- Identify the struggles they are facing internally and externally.
- Strategize a plan for establishing your company as a guide that your clients come to for solutions to their problems.
- Establish what success looks like for your clients and then focus our efforts on marketing towards that.

NEED HELP WITH YOUR BRANDSCRIPT RIGHT AWAY?

It is tough to know how to put the right words on your website before you identify who you are trying to reach and what words you use to connect with them.

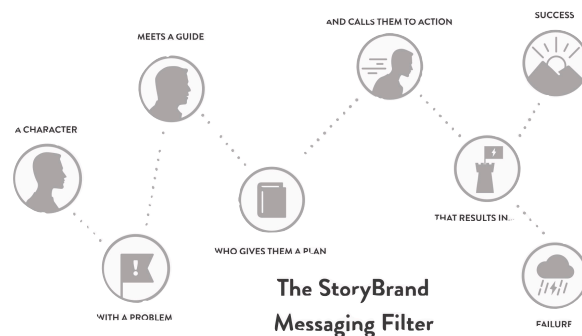
I'd love to help you create this important resource and get it working for you.

[CLICK HERE](#) to schedule a call or send an email to hello@getclear.ca and we will get you sorted out immediately.

You will recall that every good story has seven essential elements. I'll put them here just to review.

The Seven Essential Elements Of A Good Story

1. A character
2. With a problem
3. Meets a guide
4. Who has a plan
5. And calls them to action
6. Which can lead to failure
7. Or success



Brands know that they are not the main character of the story - the customer is. Brands position themselves into the story by being the guide who helps the customer win the day.

The 7 Questions You Must Ask To Unleash The Power Of Story On Your Brand

These are the questions you must ask to create your Brandscript and create marketing collateral that uses the power of story to connect with your ideal clients.

1. What do our customers want?
2. What are our customer's external, internal, and philosophical problems?
3. Have we positioned our brand as the guide to the hero?
4. Have we created and communicated a clear plan for the hero to win the day?
5. Are our calls to action clear?
6. Have we identified the consequences we are helping our hero avoid?
7. Have we helped our hero imagine how we can improve their lives?

When you take the time to work through these questions, you will be rewarded with the gift of clarity in your message. Those who discover the power of clarity have the ability to focus on what they do, who they are reaching, what problems they are solving, how they are going to reach more people, and how to communicate what they do in a way that does not confuse.

What You Do Next

The rest of this document is designed to help you apply the hard work you have done in creating your Brandscript to your website.

Do not feel overwhelmed that there is so much to do. Just use it to help you take a few steps forward each day. By the end of this list, you will have the outline to a website that you know will work and that you can feel proud of. The outline is structured to connect with potential customers turning them from browsers into buyers.

Once the checklist is done, you can hand what you have created to a web designer who will gladly use their talent to build you a site. Most web designers have a great eye and can build stunning sites, it is the story part and the words that they struggle with the most.

Here's what you need on your website to get the most out of the Storybrand framework and your Brandscript.

The Brandscript And Your Website¹:

- Do you have a picture or video of “smiling, happy people enjoying your product” as your hero image?

¹ A big thanks to the good people at *StoryBrand* for providing an outline like this that is adaptable for us in this document.

- Does your headline cast a vision for the “happily ever after” your customer wants to achieve?
- Do you have a tagline that clearly describes what you do?
- Is there a direct call to action above the fold on your home page?
- Are there direct calls to action located throughout the various sections of your home page?
- Have you clearly stated the problem that your potential customers are struggling with before they meet you, the guide? (The best place to do this is “below the fold”, underneath your hero image, tagline and call to action)
- Is there one clear idea communicated throughout your home page that is obvious and communicates the happy outcome your customer wants?
- Does every word, button, or image work to somehow establish you as a trusted guide who can lead your client to success?
- How does the information look on the site? Are paragraphs less than three lines long? Are there too many links or columns cluttering the page?
- Have you sprinkled in anything about the consequences for not working with you?
- Are the headlines bold and easy to distinguish?
- Is there a transitional call to action that offers something of value for free that someone would give up their email address for? (Think PDF, Checklist, a video, freebie or a sample of your product)

- Is your transitional call to action connected to an automatic follow-up email system that offers content, engages with the potential client and features direct calls to action?
- Do you have icons, images or badges which show the value that your company offers?
- Do you have some badges which show your credibility as a guide?
- Have you included testimonials that show how you have solved problems a potential client may be facing today?
- Do you have a junk drawer at the bottom with all the random information someone might need quickly (phone, email, location, and anything that doesn't really fit as the page flows)?

That's It!

It doesn't take much to Storybrand your website, but it does take something. This outline gives you a website that is easy to understand, easy to follow and clearly communicates "what you do" and how to do business with you.

Need Some Help?

Sometimes you need someone from outside of your business to come and help you work through this. Maybe you got stuck with your Brandscript. Many business leaders do. They are so tied to their business they can no longer think like an outsider.

Perhaps you've likely been struggling to share "what you do" and a little confused about what the best way to reach them is.

I'd be happy to help you create one. It takes two hours to get clear about who you are trying to reach and how to best reach them.

From there, we can create an outline for your website...and we can even build you one as well. But that's for another conversation.

For now, just schedule a 30 minute consultation call with me. We will get on the phone together and work through some of the questions that have come up throughout this document.

[CLICK HERE](#) to schedule a call or send an email to hello@getclear.ca

About The Author

Jon founded Get Clear Consulting because he is passionate about watching great businesses succeed.

Jon is a certified StoryBrand Guide. Using this marketing framework, a proven strategy which is helping thousands of companies multiply their revenue, he helps companies clarify their message, reach their ideal clients



and grow their business. Jon adds expertise as a best-selling author and storyteller.

He has delivered talks all over North America. He is married to Hayley and they have two daughters, Abigail and Grace.

About Get Clear Consulting

Get Clear Consulting is committed to growing businesses all over the world using the power of story-based marketing.



The StoryBrand framework is currently helping thousands of companies all over the world multiply their revenue.

Jon and his team utilize this powerful disrupting force on your business as well.

When you work with us, not only do you get the StoryBrand framework applied to all your marketing resources, you also get a team of specialists working hard to serve you. As a team, we are 100% dedicated to the success of our clients.

This is the kind of partnership that will get you excited about the power of marketing again. To learn more, you can visit: www.getclear.ca