The BrandScript Template

One page. One clear message your whole brand runs on.

TELOS CREATIVE
StoryBrand Certified Guide
Windsor, Colorado

Work through the seven parts of Donald Miller's StoryBrand framework, in order. **Your customer is the hero. You are the guide.**

1 A Character

Who is your customer, and what do they want as it relates to you? One sentence.

2 Has a Problem

Most businesses sell solutions to external problems. Customers buy solutions to internal ones.

EXTERNAL
What do they face?

INTERNAL
How does it make them feel?

PHILOSOPHICAL
Why is it just plain wrong?

3 Meets a Guide

Lead with empathy, prove your authority.

EMPATHY
"We understand..."

AUTHORITY
Proof you can help

4 Who Gives Them a Plan

Three simple steps from contact to result.

5 And Calls Them to Action

One direct ask, one low-risk first step.

DIRECT
Buy / Book / Call

TRANSITIONAL
Download / Learn

6 That Helps Them Avoid Failure

What is at stake if they never act? Name the cost.

7 And Ends in Success

Paint the after picture. What does their business or life look like once the problem is solved?

NOW DISTILL IT: YOUR ONE-LINER

Character + problem + plan + success, in one or two sentences. This becomes the first thing your website says.

Based on Donald Miller's StoryBrand framework. Template by Telos Creative, StoryBrand Certified Guide in Windsor, Colorado.

Want a guide to build it with you? teloscreative.com/brandscript-template · (970) 581-1398 · arnold@teloscreative.com