



STORY FRAMEWORK

The customer is the hero. **Not** your brand.

Customers aren't looking for another hero. They're looking for a guide.

Customers do not take action unless they are challenged to take action.

Never assume people understand how your brand can change their lives. **Tell them.**

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Companies tend to sell solutions to **external** problems. Customers buy solutions to **internal** problems.

Customers trust a guide who has a plan.

Every human being is trying to avoid a tragic ending.