



# “BEST -STORY-WINS” WORKSHOP

Be expertly guided through a tried-and-true process to craft the most compelling story for your product, service or brand. Walk away with the content and words for your website, videos, collateral, email, and slide decks so your audience will notice your message and take action.

Your story is the foundation of your marketing – on it, everything rests. Without intentional positioning and clear messaging, all the investment in the world won’t grow your business.

**Craft your brand, product, or service story in an one-day, interactive workshop.**

## WHAT’S INCLUDED

### CHAPTER ONE: Introduction to Story

Learn the brain science behind the power of story and how to apply it to your corporate messaging. Understand the messaging framework that will guide us through the remainder of the workshop.

### CHAPTER TWO: Brand Script Message Mapping

Through a guided flow, use the Story Message Map to create your brand, product, or service script. Flesh out the basic structure and content used in creating your elevator pitch, one-liner statements and the rest of your marketing collateral.

### CHAPTER THREE: One-Liner Exercise

Together we will create a short-form messaging statement or “one-liner” that will grab your audience’s attention, explain how you solve their problem, and cast a vision of their reward. This statement can be easily memorized by you and your staff so you make a consistent brand, product, or service impression.

### CHAPTER FOUR: Elevator Pitch Exercise

Using the raw material from your Story Message Map, we will craft a long-form narrative about how your company, product, or service solves a problem for your target audience. It will guide your all content production going forward, and many companies use this as their corporate or product video script.

### CHAPTER FIVE: Marketing Collateral Audit

Time-permitting, we will use the lens of story to audit and make recommendations for your website, marketing funnel(s), printed collateral, email copy, video, social content, slide decks, and testimonials.

### CHAPTER SIX: Homepage Wireframe/Design

Using the new positioning and messaging we’ve developed, we’ll turn our attention to your website homepage, auditing the layout and messaging. Does it pass the “grunt test?” We will write new copy and wireframe a new homepage layout that follows best practices for clarity and conversion.

NOTE: Wireframe deliverable is produced outside of workshop hours and shipped 7-10 days from the workshop date.

## LOCATION

At your facility, our Office, or Online Meeting.

## PARTICIPANTS

Your KEY stakeholders including executives, marketing, and sales personnel.

## TIME COMMITMENT

8AM – 5PM local time with an hour break for lunch.

## INVESTMENT

Pricing based on your organization.

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*“We wanted to grow our business but I was concerned that we were losing website leads and having trouble breaking through the noise. Kevin listened to our story, challenged our assumptions, and helped us develop a simplified message using the StoryBrand framework. Now I have new clarity about our brand and feel equipped to take our website to the next level so we can capture more leads and increase revenue.”*

**Adam Robinson** - Cerasis

## MORE INFO

[MarketingTrailGuide.com/Workshop](https://MarketingTrailGuide.com/Workshop)

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