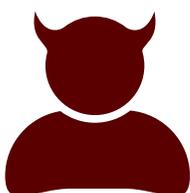


HOW TO DEVELOP A POWERFUL CORE STORY



Develop Client Personas

While your first impulse might be that your core story should be about you, that's actually not the case. Instead, your client should be the hero of the story. By placing them at the center of your core story, you're guaranteed to establish a message that resonates with them.



Define the Antagonist

Oftentimes, your hero isn't entirely aware of the problem they have. They may be unaware of what the real problem is, or they might have difficulty identifying what it is that truly ails them. When thinking about the antagonist in your story, it's important to look beyond that surface-level pain point. Very frequently, what really plagues your hero at their core is something emotional, not practical.

Understand Your Role



When you're thinking about how to market your business, it's natural that your first impulse is to place yourself at the center of the story. But by now you know, your ideal client is the protagonist. So who are you? You're the wise mentor, helping your hero solve their problems and paving the way for them to succeed.

Write the Core Story



Now that you have assembled all of the elements of a great fairytale—hero, villain, and wise mentor—it's time to write your story. Start by establishing your hero at the center of your tale. Make it very clear who your ideal customer is and what they look like, so other similar prospects can recognize themselves in that hero right away. Then introduce the villain. Make sure that they have a definite picture of what it is that really ails them, even if it's something different from what they might initially assume is the crux of their issue.

From there, establish yourself as the guide who has the know-how and tools to take your hero where they want to go. And wrap it up by showing what their life looks like once you solve their problem. Take them from the dark days of a problem-filled life to a sunny future where you've guided them out of the darkness and into the light.