



The First Step to Effective Marketing for Small Businesses:

Writing Your Marketing
Guiding Statements

Table of Contents

03	Introduction
04	Messaging & Strategy
05	What are Marketing Guiding Statements?
06	Story
09	Examples of Marketing Guiding Statements
11	Understand Your Ideal Customer
19	Treefrog Marketing Audience Overview Example
21	Write Your Audience Overview
22	How to write your Small Business Marketing Guiding Statements
23	Talking Points
32	One Liner
34	Your Why
36	Story Pitch
39	Sales Script
43	How can you use your Marketing Guiding Statements
47	Want help writing your Marketing Guiding Statements?



Introduction

Can we share something with you that we wish more small business owners and leaders understood?

You can build a stunning [website](#), post a reel a day, implement [sales funnels](#), and do all of the marketing things you're "supposed to do." However, all of these efforts and tactics are a waste of time, money, and resources if your messaging isn't clear.

In other words, clear messaging—which is communication that your ideal customers can understand quickly and easily—is the key to successful marketing.

In this download, we're going to walk you through the exact process we use in our agency to craft Marketing Guiding Statements.

Essentially, if you complete these exercises, you'll have all of the talking points and communication assets you need to write effective web copy, social media posts, ads, email campaigns, and copy for any and all of your marketing efforts!

First messaging. Then strategy.

We mentioned this in the introduction, but it's so important that we are going to say it one more time. **Before you can design and implement a successful marketing strategy, you have to determine your messaging.** Because, without clear messaging, you won't be able to connect with your ideal customers or hold their attention.

As a small business owner, you're probably regularly told things like, "Reels are where it's at. Just post a reel a day and your business will grow, or, "If you just had an email list, you'd be all set."

These tools are useful, but the fact of the matter is that all marketing tools and tactics are useless if you don't know what to say to your prospective customers.

So, before you decide things like which social media platforms you're going to use, how much money you're going to invest in Google ads, or make any other marketing decisions, you need to create your Marketing Guiding Statements. This way, you can:

- Serve potential customers well
- Convert them into paying clients
- Use your resources and valuable time wisely
- Have a marketing strategy that actually works

Treefrog Founder & Chief Marketing Strategist, Kelly Rice, is a [StoryBrand-Certified Guide](#) who wants all small business owners to understand how important it is to create clear, concise messaging.

This is why in this download, we break down the key areas of messaging that will make the biggest impact in your business.





What are “Marketing Guiding Statements”?

Now that we have that settled, let’s break down what we mean by “Marketing Guiding Statements.”

Marketing Guiding Statements are written guidelines that position your brand and business as a trusted partner. And, the process of writing these guidelines or statements gives you the information you need to write clear, concise, effective messaging in a story-based framework.

Note: Story is the most effective form of communication and marketing. We’ll discuss this further shortly.

This way, as you work on writing website copy, blog posts, social media posts, or developing any other kind of copy or content, you can refer to these statements to make sure your marketing:

- Is customer-focused (rather than braggy or salesy)
- Has the power to convert your ideal customers

Essentially, think of your Marketing Guiding Statements as the GPS of your marketing efforts. Once you write them, as long as you follow them, you’ll get to where you want to go. In other words, your marketing will actually work!

Story has always been the best way to keep people's attention & to help them remember.

What did you study in history class as a freshman in high school? You probably can't remember. However, can you recall a seemingly random story your history teacher told you about his/her personal life—like how he found out he was diabetic at 19 years old after eating pecan pie his girlfriend's mom made and having to be rushed to the hospital?

This might seem oddly specific, but the fact of the matter is we—as humans—love and remember stories. While very few of us can retain lists of facts and statistics, we are **22 times** more likely to remember information when it is presented to us in a story-like framework.

As a small business owner, you can use this to your advantage by creating marketing messaging that follows a story-based framework.

If you've ever read ***Building a StoryBrand by Donald Miller*** (which we highly recommend that you do), you're already familiar with this concept. However, if you haven't or if you just need a refresh, here are two VERY important things you need to remember as you write Marketing Guiding Statements:

1. Your ideal client must be the hero of your story.

As a small business owner, you do a lot, and you should be proud of your achievements. However, as business owners, we can't go around telling potential customers how great our products, services, and accomplishments are. Because, when we only talk about our businesses, what we offer, and how we know what we're doing, we come across as authoritative and salesy. And, nobody likes that.

For example, we all dread running into that person who only ever talks about themselves and thinks they have all the answers.

Essentially, when we put ourselves and what we have to offer at the forefront of our marketing messaging, we make ourselves the "hero" of the story. However, in order for your marketing to actually work, your customer needs to be the hero and you need to be the "guide."

We'll talk more about what it means to be the guide in a story below, but for now, it's important to understand that people make buying decisions first based on emotion and then on facts.

As a result, your messaging needs to show your ideal client empathy, that you understand their struggles, and foster a relationship with them. Because, once you have your potential customers' trust, they'll want to learn more about your products and services and will be much more likely to take your advice and work with you.

In summary, to utilize the effectiveness of story, your messaging needs to position your ideal customer as the hero of your brand story who uses your product or service to solve their problem and achieve success.

2. You're the guide in your own story.

Now, the fact that your customer needs to be the hero may be hard to hear, because we naturally all think we want to be superman/woman and save the day.

However, in reality, the hero is the one who needs help completing their mission. But, the "guide" in a story is more wise, more powerful, and has all the answers. The guide may not be the one to go on an epic adventure, but the guide does help the hero save the day by giving them a plan that the hero can use to reach success.

As a result, in your marketing messaging, you want to humbly insert yourself as the guide who solely exists to help your customers solve their problem and find success.

As you create your Marketing Guiding Statements, you want to be sure that you are:

- Showing your ideal client empathy (that you understand them and are there for them) before showing them authority.
- Empowering your ideal customer to solve his/her problem by giving them a plan of action.
- Refraining from talking about how awesome your products or services are until after you've established a connection by showing empathy.

This download includes examples of Marketing Guiding Statements for REAL small businesses.

Like we said before, Marketing Guiding Statements need to be developed before you can implement a successful marketing strategy. As a result, when we onboard new agency clients at [Treefrog](#), the first thing our strategy team does is write our clients' Marketing Guiding Statements.

So you have examples to work from as you create your own messaging, this download includes three small businesses' Marketing Guiding Statements. And, so you are familiar with these businesses, we want to take a moment to introduce them.



Treefrog Marketing

Yes. You will find our own agency's Marketing Guiding Statements in this document. We are also a small business who needs marketing!

[Treefrog Marketing](#) is a fractional marketing agency based in Lafayette, Indiana, offering executive-level marketing leadership backed by a professional team. Our tailored, data-driven solutions transform businesses, accelerate growth, and enhance customer experiences.



Honest Podcasts

[Honest Podcasts](#) is a podcast agency that helps service-minded business owners and entrepreneurs create a premium video and audio podcast that increases brand awareness, generates loyal customers, and impacts people in a positive way.



Home Care & Repair

[Home Care and Repair](#) offers professional handyman services to keep their customers in control of their small home improvements and repair projects and provides a worry-free experience when it comes to quality workmanship, fair pricing, and safety.

You have to understand your ideal customer to write your Marketing Guiding Statements.

Now, in order for your Marketing Guiding Statements to be effective, they have to be written specifically for your ideal customer. But, how do you do that?

You've likely heard the importance of creating an ideal customer avatar or a marketing persona before. And, more often than not, this practice includes writing down a few facts about your dream customer and giving them a cutesy, alliterated name (e.g. Marketing Margie, Blushing Bride Bethany, etc.). But, to help you truly understand your ideal customer, you need to dive deeper and write what we call an "audience overview."

If you complete the next six steps, you'll have an audience overview that helps you identify, better understand, and serve your best customers and create perfectly clear messaging.

1. Learn who your ideal customers are.

First, you need to know who your ideal customers are. How old are they? What's their income? What's their gender? What do they value? What are they interested in? Where do they live?

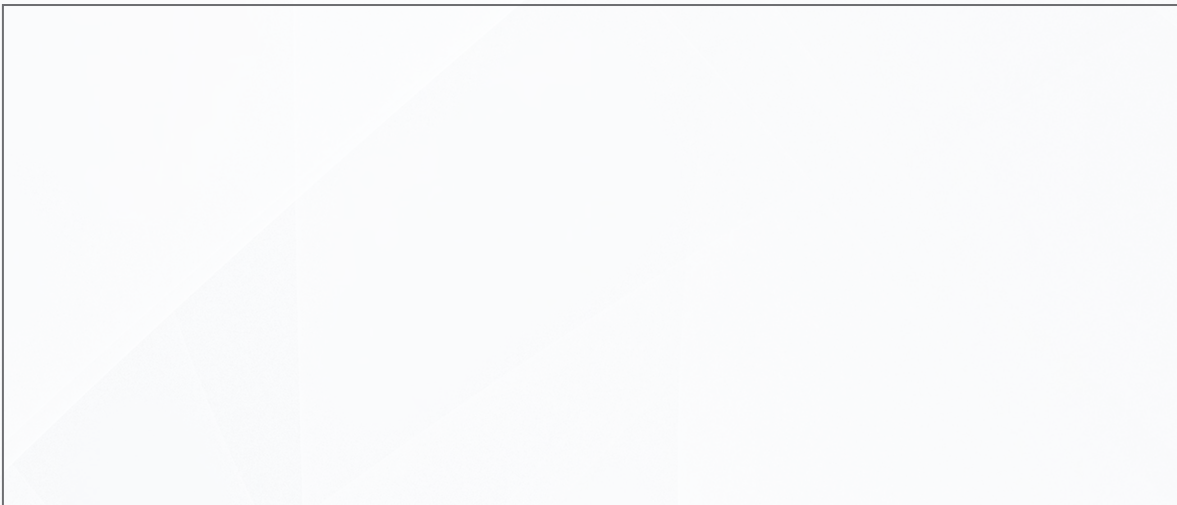
Basically, write down anything and everything you know about your ideal customer so that you can imagine them as a real person. (Side note: If you've already worked with your dream customer, you can use that customer as a basis for this process.)

Then, determine how they like to be communicated with. For example, are they on social media? If so, which platforms? Do they read blog posts, watch long videos, or prefer shorter content? Do they read emails? Do they want phone calls? Are they likely to use the chat feature on a website?

If you don't have answers to these questions, ask current clients you enjoy working with. If you aren't currently working with your ideal customers, reach out to people whom you'd like to work with and ask them these questions. Or, use social media to ask questions and connect with those whom you think might benefit from your products or services.

If these tactics don't work for you, no worries. Sometimes, the best thing you can do is make an educated guess about who your audience is and make updates and changes as your small business grows and you discover who you can serve best.

Write everything you need to know about your ideal customer in the box below.

A large, empty rectangular box with a thin black border, intended for the user to write down information about their ideal customer.

2. Determine what your ideal customers want to accomplish.

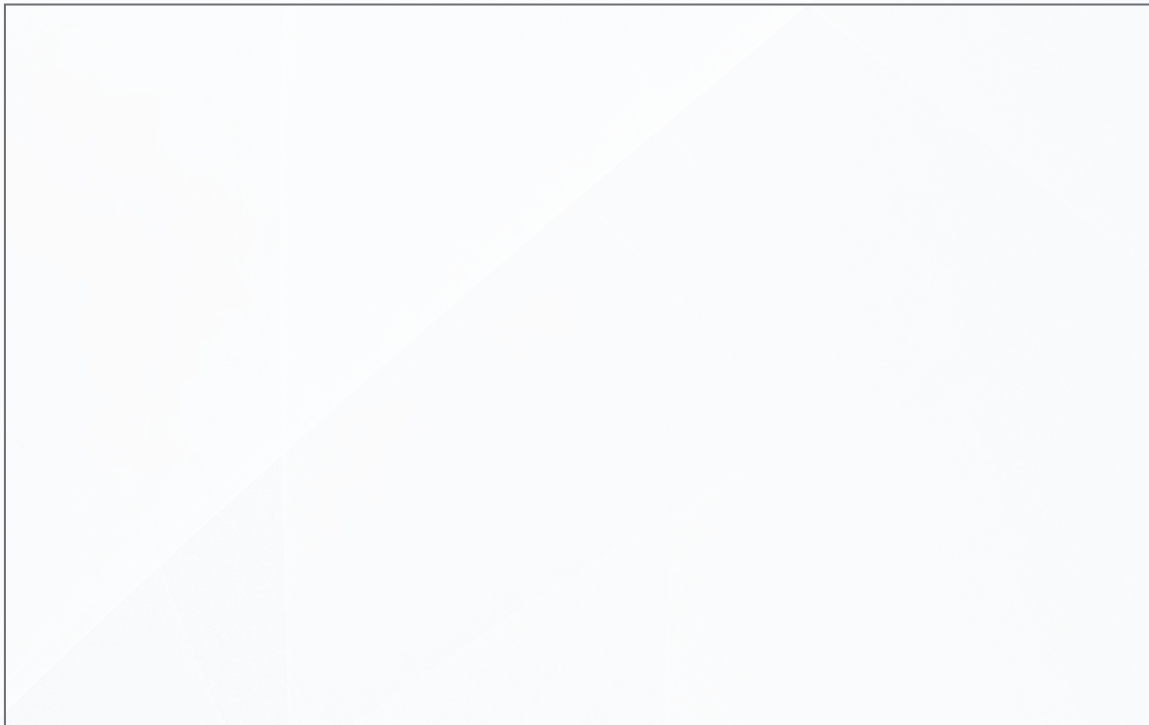
Next, you need to determine what your ideal customer wants to accomplish.

For example, for Home Care and Repair (one of the businesses we mentioned above), their ideal customer is a homeowner who wants small repairs made around their home.

No matter who your ideal customers are, they want something. Maybe they want to save time or money. Perhaps they want to feel more independent. Maybe they need a comfortable pair of shoes.

To complete this step, all you need to know is what your ideal customer wants as it pertains to your products or services.

What does your customer want to accomplish?

A large, empty rectangular box with a thin black border, intended for the user to write their answer to the question "What does your customer want to accomplish?".

3. Identify what problem your ideal customer is facing.

Now, this is where we dive deeper than the typical ideal client avatar. Because, in order to write effective messaging, you have to understand what problem your ideal customer is facing.

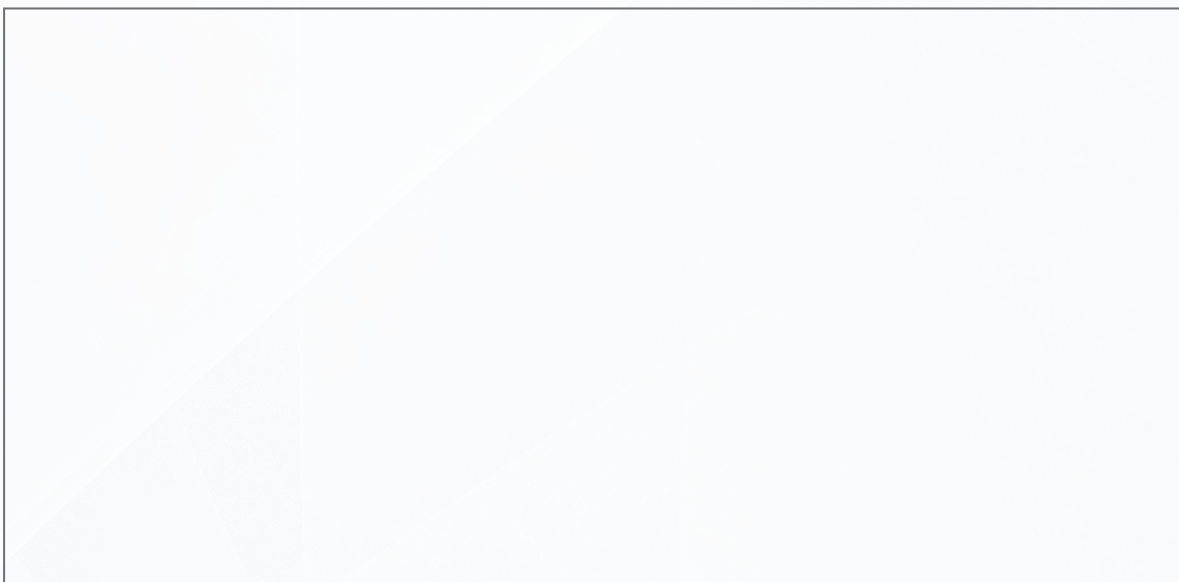
So, what is preventing your best customers from getting what they want? What makes reaching their goal seem impossible? Perhaps it's lack of time, lack of knowledge, finances, a mental block, or even having to break a societal stigma.

For example, Home Care and Repair's ideal client's problem is that they don't have the time or expertise to complete small home improvement and repair projects.

In this step of creating your audience overview, you simply need to figure out what is the most pressing issue or the biggest obstacle your ideal customer is facing so that you can help them overcome this obstacle.

Note: *It is absolutely okay if the problem your small business solves is a "first-world problem." Your customers may not have critical or emergent needs, but they do still have wants, desires, and a problem you can solve.*

What problem is your ideal customer facing?



4. Understand how this problem makes your ideal customer feel.

The fourth thing you need to do is understand how your ideal client's problem makes them feel. Because, when you know how this problem is affecting them emotionally, you have the opportunity to help them overcome their challenges and guide them to a solution.

For example, Home Care and Repair's ideal client is worried that they'll trust the wrong handyman and pay too much for poor workmanship or be forced to overpay a contractor to complete a small project.

In short, to know your ideal customers and to be able to serve them well, it's important that you understand how their problem makes them feel so that in your messaging, you can provide reassurance and guidance that puts an end to their emotional turmoil.

How does this problem make your ideal customer feel?

A large, empty rectangular box with a thin black border, intended for the user to write their response to the question above.

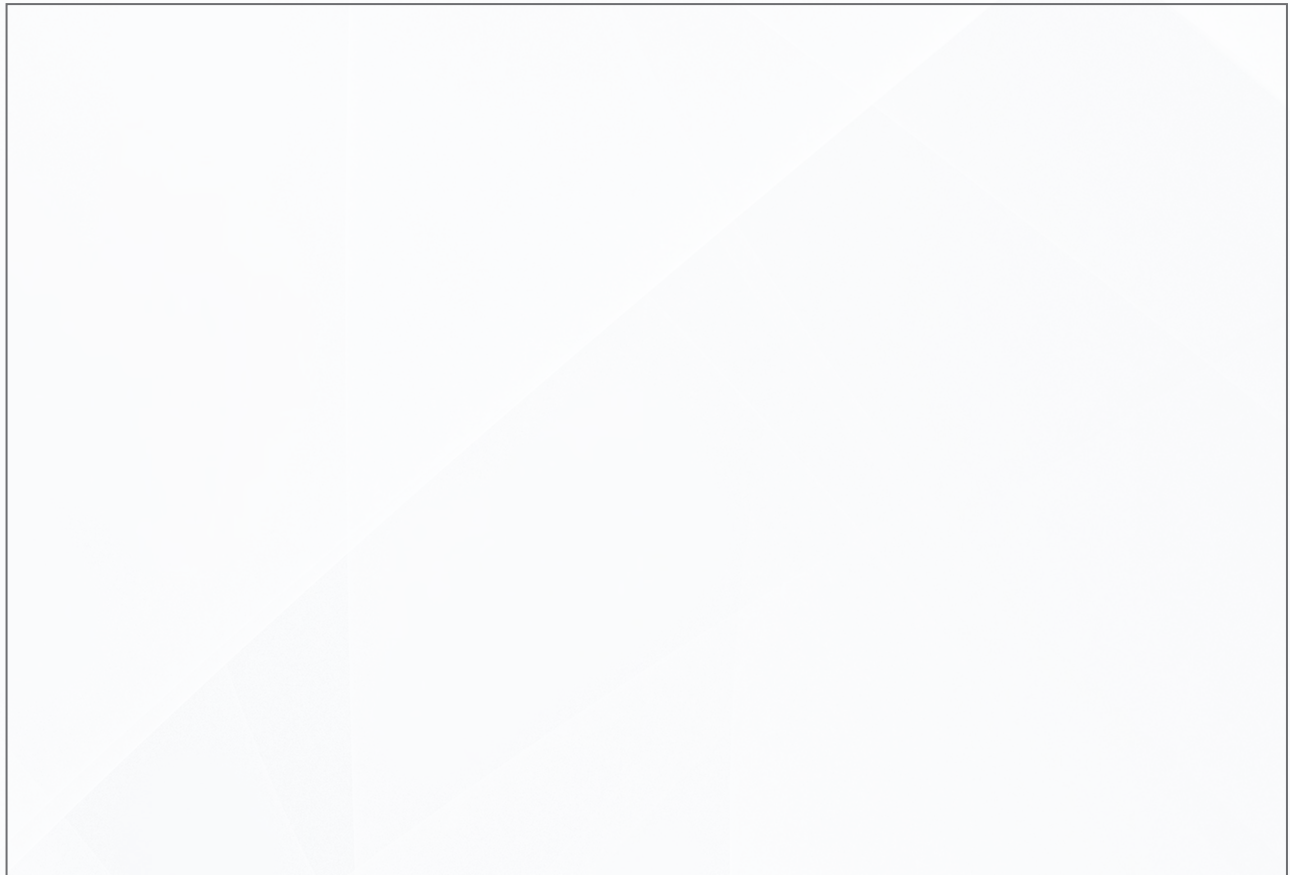
5. Create a clear solution for your customer's problem.

Next, you need to create (or position your current products and services) as a clear solution to your ideal customer's problem. In other words, you need to show how your products or services can help your best customers reach the results they want.

If we continue to use Home Care and Repair as an example, the solution for their ideal client is to hire a professional handyman to handle their small home repairs and projects.

Basically, for this step, all you need to do is write down what your customer needs to do in relation to your product or service to solve their problem.

How can your ideal customer solve their problem with your product/service?

A large, empty rectangular box with a thin black border, intended for the user to write their answer to the question above.

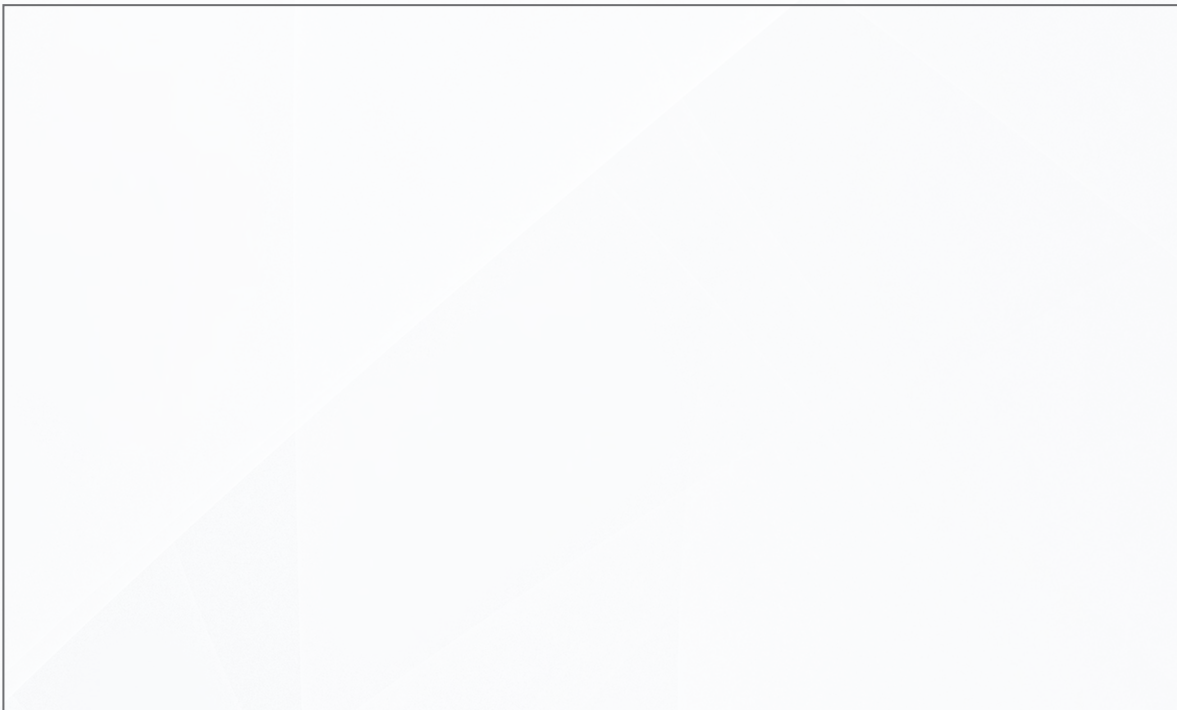
6. Define what will happen when your ideal client follows your advice.

Last but not least, you need to determine what will happen when your customer follows your advice. In other words, what will they get in return by deciding to work with or purchase from you (e.g. more time, more money, more confidence, etc.)?

For Home Care and Repair's ideal client, success can be summarized with a statement like, "When you choose Home Care and Repair as your handyman partner, you can be confident knowing you'll receive excellent workmanship from professional tradesmen at a fair price."

As we wrap up this portion of this exercise, you simply need to answer the question, "What's in it for me?" for your audience by reminding them what success will look like if they follow your advice.

What will happen when your ideal client follows your advice?



After completing these steps, write your audience overview.

If you complete steps 1-6, you will have everything you need to write a truly effective audience overview (AKA a highly effective ideal client avatar).

While you can leave this information in its coinciding sections, we highly recommend combining the information and writing your audience overview in paragraph form. Because, the process of combining this information will help you (1) better understand your ideal customer and (2) better see how each step of this practice connects to the next, which will be helpful when you start writing your Marketing Guiding Statements.

To show you what we mean, you can find one of our audience overviews below.

Again, in this step, there is no right or wrong way to write your ideal client avatar. You simply want to make sure all information we discussed above is written out so that you can easily refer to your audience overview as you write your Marketing Guiding Statements and as you market your business moving forward.

Note: *While you'll only see one overview below, we actually have more than one audience overview. This is because we offer multiple products and services that are suited for business owners and leaders in different phases of business.*

If you offer multiple products or services and have different ideal clients for these products or services, you will want to take the time to craft an audience overview for each area of your business.

Treefrog Audience Overview Example

Scaling-focused Business Owners

Scaling-focused small business owners are driven business minds with ambitious goals, but don't have enough hours in the day for marketing. They value clear communication and expert guidance to stay in control of their business's direction.

These business owners have a lot on their plates, and know that marketing matters, but they don't have time to dedicate to keeping up with marketing trends, creating marketing strategies, or effectively managing them.

They seek time-efficient marketing strategies that provide clear ROI and align with business growth goals.

They want clear, concise, regular communication that allows them to feel informed about and confident in their marketing efforts.

This is because while they want their marketing agency to take lead and use their expertise, these business owners want to be in control, and they are always the final decision makers.





Treefrog Marketing Audience Overview Example (continued)

While they often contemplate adding a marketing manager to their team, they know a single person won't have the knowhow or hours to implement all aspects of an effective strategy. As a result, they need an agency partner that can assist them in meeting their goals.

Scaling-focused business owners are also natural problem solvers and highly innovative and motivated. As a result, they regularly consume content (mostly articles and short videos) and attend events (such as conferences) that help them improve their businesses. That said, their time is their most valuable resource.

As a result, the best way to reach and connect with scaling-entrepreneurs is through content that is to the point, answers questions quickly, and provides clear action. Because, again, time is their most valuable asset.

Demographics

- Both men and women
- Ages 35-60
- Not location specific

Treefrog Services that Are Most Applicable

- [Fractional Chief Marketing Officer](#)
- [Flywheel Digital Marketing](#)

Write your audience overview.

How to Write Your Small Business's Marketing Guiding Statements

Now, because you know who your ideal client is, what they want, and what they're struggling with, you're ready to write your Marketing Guiding Statements, which are made up of five elements:

- Talking points
- One liner
- Why
- Story pitch
- Sales script

Technically, you can tackle these items in whatever order you like, but we recommend following the listed order, because each element more or less naturally feeds into the next.

When finished, you'll have the exact messaging you need to attract, connect with, and convert your best customers.

Let's get started.

| Talking Points

Talking points are simply story elements. Like we discussed before, story is one of—if not the—best way to keep people's attention and help them remember things. As a result, you can make your marketing messaging more engaging and memorable when you create your messaging using a story framework.

In our opinion, the best place to start when it comes to writing your Marketing Guiding Statements is by writing your talking points, because after you write them, you'll have nearly all of the information you need to complete the other elements of your marketing messaging.

So, as you start developing your Marketing Guiding Statements, the first thing you need to do is to identify your eight talking points (AKA your story elements).

| 1. Main Idea

The main idea is a sentence or short statement that explains the meaning or biggest takeaway from a book, movie, or any means of telling a story.

For example, in the movie *Finding Nemo*, you could argue that the main idea is: You need to be able to trust others in order to live a fulfilling life.

When it comes to your marketing, the main idea is the takeaway, lesson, or thing you want people to remember and—ideally—memorize.

How to Write Your Main Idea

Now, when it comes to writing your main idea, don't overthink this. Instead, simply write down what you wish your customers and audience understood.

Examples

Honest Podcasts

A podcast is an effective way to build brand awareness and convert online audiences into customers.

Home Care & Repair

Our professional handyman services put you in control of your small home improvements and repair projects.

What's the main idea of your brand story?

2. Question

The next story element that your marketing messaging needs to include is a question. Good stories are engaging because they include a question that the audience wants answered.

For example, in *Finding Nemo*, the question is: Will Marlin find his son?

Again, stories are engaging largely because the audience wants a question to be answered. As a result, in your marketing, you need to present a question that makes your audience want to keep reading, listening, or watching to find the answer.

How to Write Your Question

Again, don't overthink this. Simply write down the question you want your audience to ask as it pertains to whatever it is that you sell.

Examples

Honest Podcasts

How could a podcast help you take your business to the next level?

Home Care & Repair

What can your reliable handyman professionals do for me?

What question do you want your ideal client to ask?

3. Problem

Having a main idea and question is great, but stories only ever get interesting if they include a problem. Basically, to keep people's interest, something has to go wrong or unexpected.

If we stick to our *Nemo* example, the problem in this story is: Nemo is taken.

Like we discussed in the audience overview section, your customers also have a problem in relation to your product or service. It might not be an emergent problem, but your ideal clients certainly have a want or need that you can help solve.

How to Write Your Problem

To identify your ideal client's problem, simply write down what he/she is struggling with in relation to your product or service.

Examples

Honest Podcasts

Launching a successful podcast can be an overwhelming task.

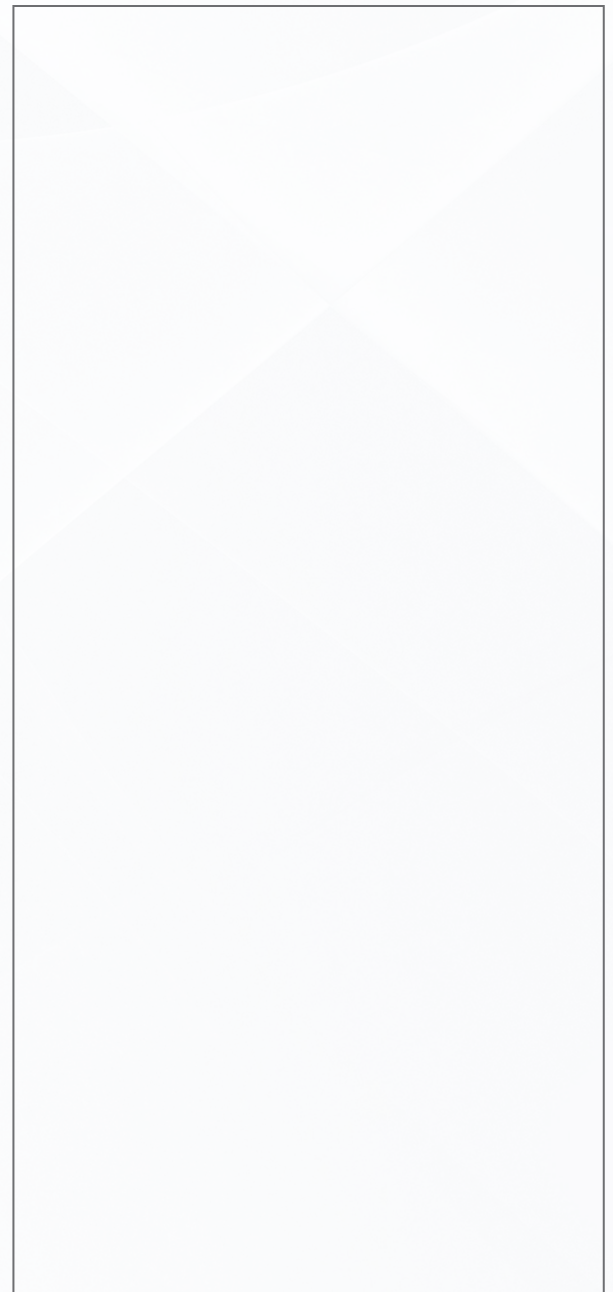
Home Care & Repair

Most people don't have the time or expertise to complete small home improvement and repair projects.

What problem is your ideal client facing?

Now, chances are, your product or service can solve multiple problems for your ideal customer; however, for the sake of clear, concise messaging, it's important to only focus on their biggest problem.

Write this problem as a statement.



4. Stakes

The stakes are another necessary story element. In other words, in every good story, the audience has an understanding of what will happen if things go wrong.

In *Nemo*, the stakes are: If Marlin doesn't find Nemo quickly, Nemo will become Darla's pet, likely die, and father and son will never be reunited.

Just like in a story, your ideal customers need to understand what could happen if they don't work with you.

How to Write Your Stakes

For this part of the exercise, we aren't asking you to be all doom and gloom, but your potential customers need to understand how they will be worse off if they don't work with you. So, in a single sentence, explain what your ideal customer's situation will look like without your product or service.

What will happen if your ideal clients don't work with you? Tell them.

Examples

Honest Podcasts

Over half of all podcasters don't reach 10 episodes, wind up feeling burned out, and ultimately give up because they don't have the expertise, patience, time, or systems in place to support, automate, or grow their audience.

Home Care & Repair

You could end up spending too much money on poor workmanship or be taken advantage of by contractors who take payment and then don't start or finish a project.

5. Guide

In marketing, this story element is easiest of all, because—congratulations—you’re the guide!

We discussed this before, but in a story, the main character is typically considered the hero. But, a hero typically can’t save the day or solve a problem alone. As a result, in most good stories, there is a guide who leads the hero along the way.

This might sound funny considering she has short-term memory loss, but in *Finding Nemo*, Dory is the guide.

Ultimately, Dory is the one who helps Marlin travel across the ocean and learn to trust others and be brave.

Like Dory guides Marlin, you want to guide and empower your clients and prospective

customers to solve their problem. And, to do this, you need to establish yourself as the guide by first showing empathy and then by offering a solution to the problem at hand.

How to Write Your Guide Statement

To write a guide statement, simply start with an empathetic statement (e.g. we understand, we know, etc.) to show that you understand and feel for your customers. Then, without bragging or being salesy, present your solution.

Examples and work area are on the next page.

| 5. Guide (cont.)

Examples

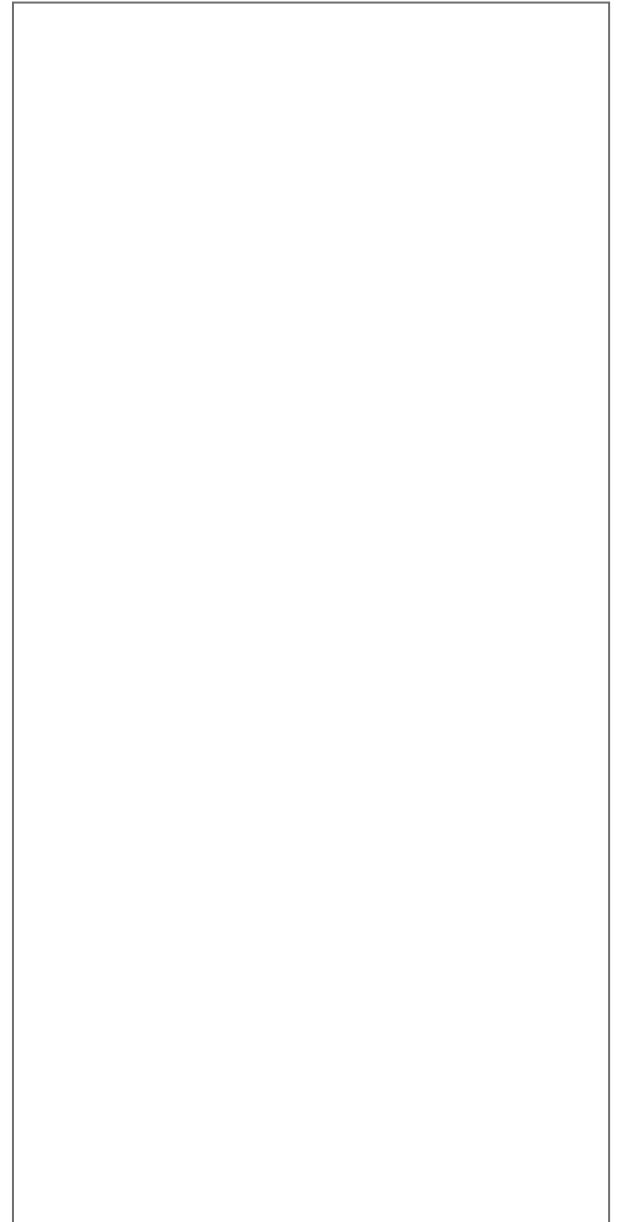
Honest Podcasts

At Honest Podcasts, we know podcasting will generate strong leads and develop loyal customers—but more than likely, that’s not the only reason you want to start a podcast. Many of our clients simply want to help others succeed. Because of this, we’ve made the investment of launching a successful podcast a lot less daunting by streamlining the process and handling the details for you. You simply have to show up to record (or not)—and we’ll do everything else.

Home Care & Repair

We know it can feel like a leap of faith to hire a handyman, especially if you’ve been burned before by no-shows, poor workmanship, damage to your home, or sneaky pricing models. Because of this, we’ve spent a lot of time building a professional handyman division that provides a worry-free experience when it comes to workmanship, fair pricing, and your safety. Our goal is simple—we want you to be entirely satisfied with every project we complete.

Establish yourself as the guide by showing empathy. Then, present your solution.



6. Plan

Next, for your talking points to be effective, you need to give your audience a three-step plan. Why three steps? The brain just likes sets of three.

The plan is a critical step in both story and marketing messaging, because without a plan, there is confusion.

For example, if Dory hadn't told Marlin that they needed to go to P Sherman 42 Wallaby Way Sydney; trust other fish and animals along the way; and save Nemo, Marlin wouldn't have had any idea how to find his son. Similarly, unless you present your audience with a clear plan, they likely won't know how to solve their problem.

How to Write Your Plan

To help put your audience at ease and so they know what to expect when they decide to work with you or purchase from you, write a plan that includes three steps, leads potential customers through what it's like to work with you, and ends in success.

To make his process easy, we recommend this format:

Step 1: Tell your potential customers what to do first so that they can start working with you.

Step 2: Give insight into what it's like to work with you.

Step 3: Show success.

Examples and work area are on the next page.

| 6. Plan (cont.)

Examples

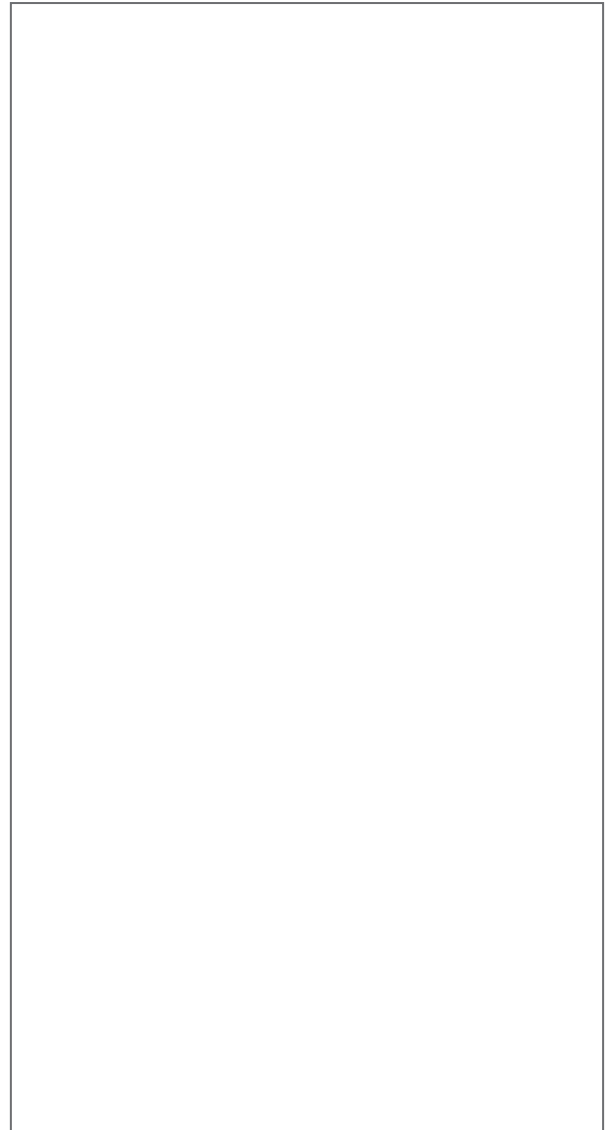
Give your ideal client a three-step plan to solve their problem.

Honest Podcasts

- Schedule a strategy call.
- Understand your options.
- Launch a high-quality, video podcast.

Home Care & Repair

- Connect with us to discuss your project.
- Receive a no-obligation estimate of work—sometimes right over the phone.
- Enjoy knowing your home improvement or repair project will be completed efficiently by a professional tradesman.



7. CTA

Now, a plan is helpful, but to inspire your potential customers to take action, you need to give them a clear first step—a call to action—just like Dory told Marlin they needed to go to P Sherman 42 Wallaby Way Sydney.

Having a clear call to action is extremely important, because in order for your marketing to be successful, you need to inspire your potential customers to act before you lose their attention.

How to Write Your CTA

Your CTA should be very similar to the first step in your plan, but needs to be more concise (preferably three words or less), so that it:

- Is easy to understand and inspires quick action
- Can fit on buttons on your website

Note: “Contact Now” is a typical CTA, but it’s so common and such an unspecific direction that it’s not very likely to inspire action. When you write your CTA, the more specific you can be, the better.

Examples

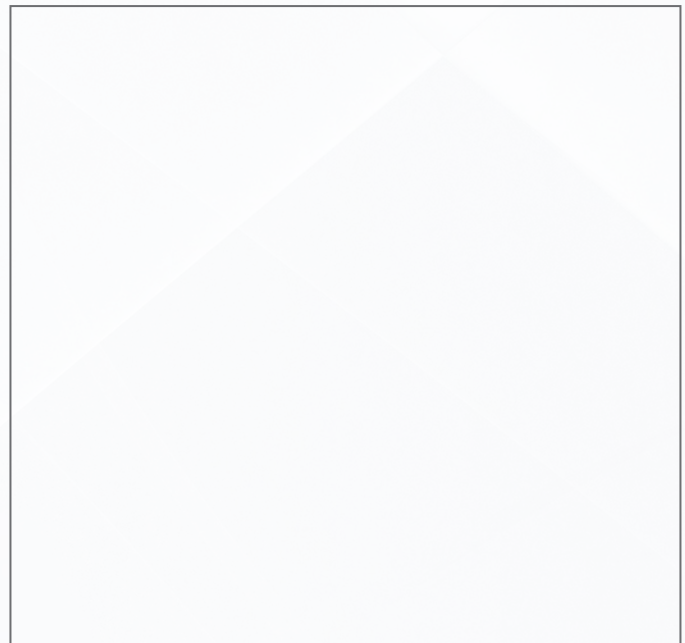
Honest Podcasts

Schedule a strategy call

Home Care & Repair

Discuss your project

Write your CTA in preferably three words or less.



| 8. Successful Outcome

Last but not least, you need to show your customers what success can look like so that they can imagine what it will be like for their problem to be solved. For example, *Finding Nemo* wraps up with Marlin, Nemo, and Dory happily living in the anemone and enjoying life in community with others and without fear.

In the same way, in your marketing, you need to show your customers what life will look like for them if they follow your advice. And, this can be accomplished with a simple statement.

How to Write Your Successful Outcome Statement

Chances are, you can write your success statement with a simple formula: When you *[insert what you want your potential customers to do]*, you will *[insert what your customers get and how they will feel]*.

Show your clients what success will look like for them.

Examples

Honest Podcasts

When you have strategic support, a proven content framework, and premium branded assets, you'll be able to successfully increase brand awareness, generate loyal customers, and impact people in a positive way.

Home Care & Repair

When you choose Home Care and Repair as your handyman partner, you can be confident knowing you'll receive excellent workmanship from professional tradesmen at a fair price.

| One Liner

Because your talking points include eight different elements, completing that step is arguably the most difficult and time consuming part of writing Marketing Guiding Statements. However, as you developed your talking points, you identified almost every element you need to create the rest of your Guiding Statements. As a result, we have good news. Completing the next four steps will likely be MUCH easier!

Now, we recommend writing your one liner. Your one liner—which can also be referred to as your “elevator pitch”—is a short statement that you can use to help people realize why they need your product or service.

While it has many uses, your one liner is something that you want to memorize. This way, the next time someone asks, “What does your business do?” you’ll be able to use this Guiding Statement to pique interest, start a conversation, share why what your small business does is valuable, and help those you chat with remember what you do.

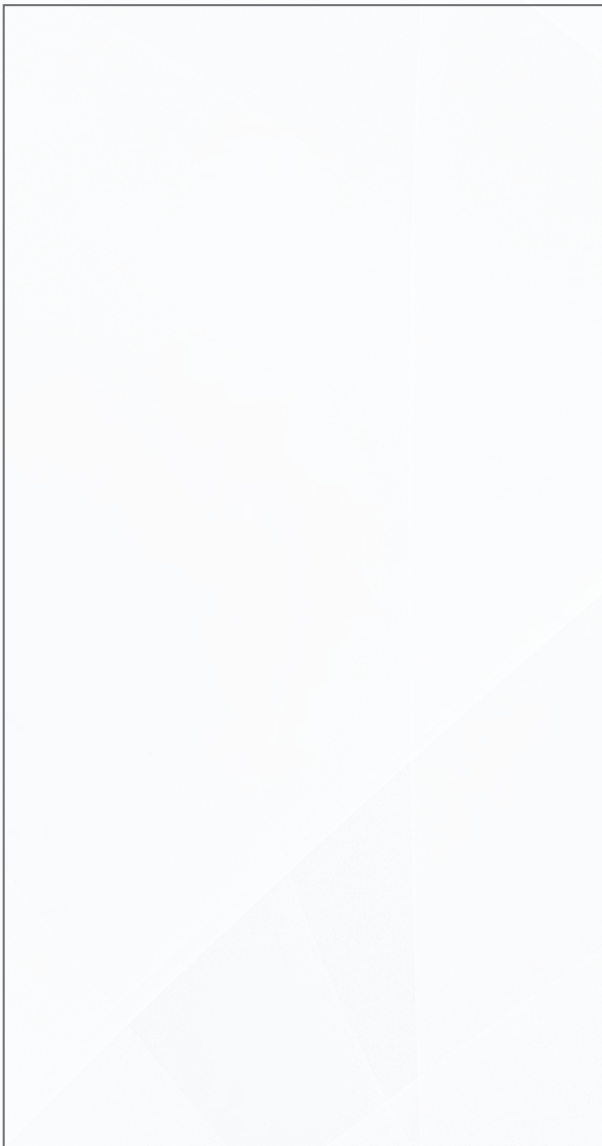
How to Write Your One Liner

To write your one liner, you can use a sentence formula:

State the Problem + Present the Product/Service as the Solution + Share the Result

Note: From start to finish, you should be able to say your one liner in 30 seconds or less.

Write your one-liner.



Examples

Honest Podcasts

Many business leaders simply don't have the time, expertise, or support to manage every step of maintaining a podcast. At Honest Podcasts, we help service-minded business owners and entrepreneurs create a premium video and audio podcast that increases brand awareness, generates loyal customers, and impacts people in a positive way.

Home Care & Repair

Most people don't have the time or expertise to complete small home improvement and repair projects, which increases the risk of being burned by contractor no-shows, poor workmanship, damage to your home, or sneaky pricing models. This is why we've built a professional handyman company that provides a worry-free experience while keeping you in full control over your home improvement or repair project.

| Your Why

If you've been in business long (And, if not, that's okay!), you've likely heard the importance of defining your "why."

Your why is the reason your business does what it does. It is the single reason you serve your customers and work as hard as you do.

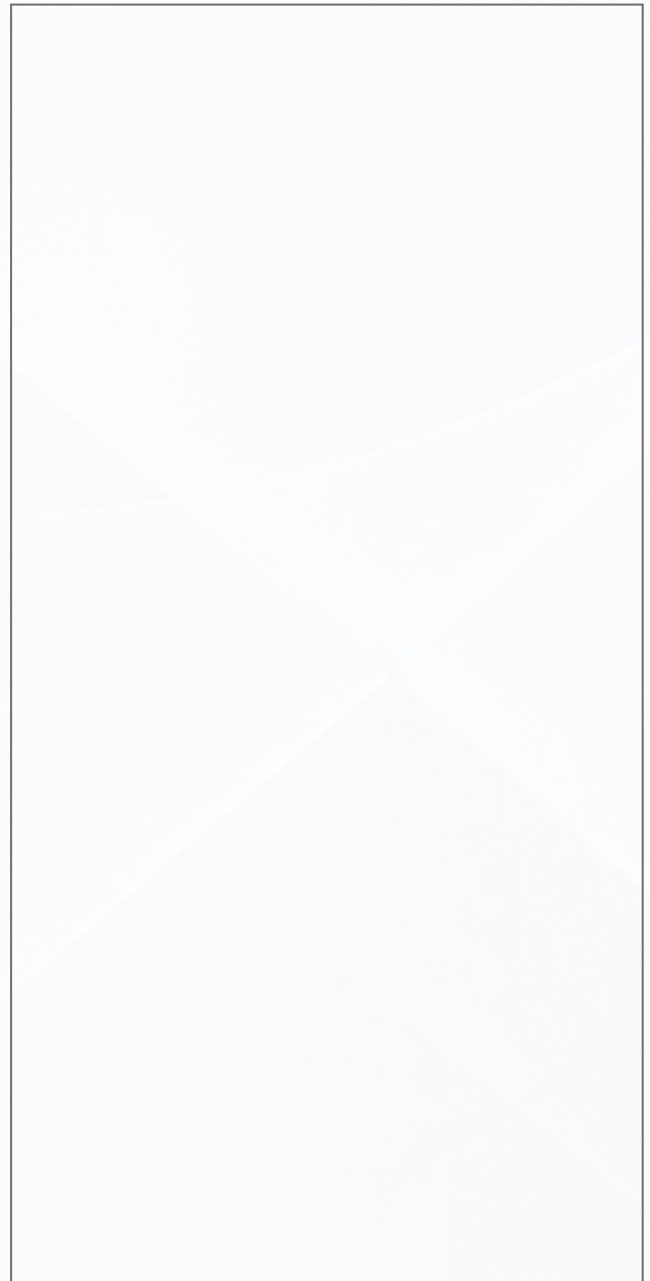
While it's important and healthy to have personal whys (e.g. Perhaps you work hard in your small business to provide for your family.), for the sake of this exercise, you want your why to be customer-focused. In other words, why do you do what you do for your customers?

| How to Write Your Why

Your why can also be written with a sentence formula:

We do [insert what you do] because of [insert why you do it].

Write your why.



Examples

Honest Podcasts

We help value-driven companies launch a successful podcast because we have a heart for God and a drive to help others succeed.

Home Care & Repair

We offer professional handyman services because people shouldn't have to worry about risking their investment, dealing with poor-quality workmanship, or being taken advantage of by contractors who take payment and then don't start or finish a project.

| Story Pitch

In the publishing world, before a full book is written in full—whether it be a short children’s book, an intense textbook, or any other kind of book—the author goes to a publisher to present their “story pitch”—a concise description of what a story is about, who the story is for, and why it will sell.

You may not be an author; however, creating a story pitch for your business is very helpful, because it gives you a succinct way to share who you work with, what you do, and why you do it.

For the sake of having a definition, as a small business owner, your story pitch is a concise storyline that engages potential customers by empathizing with them, giving them a plan of action, and showing them what success can look like.

How to Write Your Story Pitch

There is also a formula for this Marketing Guiding Statement.

Start with the problem. Make it worse. Express empathy. Describe the solution. Show the result. State your why.

Note: Unlike your one liner and why—which are very short statements—your story pitch will likely be a few paragraphs long. To make your story pitch easy to say aloud, you’ll need to add transitions to make it flow well. Use the above formula as a guide but make sure your story pitch is easy to say, read, and understand.

Also, don’t forget to pull from the Marketing Guiding Statements you’ve already created. You actually already have all of the elements needed to write your story pitch!

Examples

Honest Podcasts

Launching a successful podcast can become an overwhelming task. In fact, over half of all podcasters burn out and ultimately give up before they reach 10 episodes. This is because many business leaders simply don’t have the time, expertise, or support to manage every step of the process.

At Honest Podcasts, we know you don’t have a lot of time to spare and podcasting will generate strong leads and develop loyal customers—but it’s also a way for you to serve and impact others. And, as a value-driven business, you’re going to find ways to help people—no matter what you do.

Because of this, we’ve made the investment of launching a successful podcast a lot less daunting by streamlining the process and handling the details for you. You simply have to show up to record (or not)—and we’ll do everything else.

When you choose Honest Podcasts as a partner, you’ll feel confident knowing you have strategic support, a proven content framework, and premium branded assets, you’ll be able to successfully increase brand awareness, generate loyal customers, and impact people in a positive way.

Home Care & Repair

Most people don’t have the time or expertise to complete small home improvement and repair projects. And, we know it can feel like a leap of faith to hire a handyman—especially if you’ve been burned before by no-shows, poor workmanship, damage to your home, or sneaky pricing models.

Because of this, our parent company—Riverside Construction—chose to build a professional handyman division that provides a worry-free experience when it comes to workmanship, fair pricing, and your safety.

We do this by only employing well-trained tradesmen who respect you and your home, building fair pricing models that are based on job specs, not pricing by the hour, and offering a one-year workmanship warranty so you’ll never have to worry about being taken advantage of again.

Our goal is simple—we want you to be entirely satisfied with every project we complete.

| Story Pitch (continued)

Write your story pitch. Start with the problem. Make it worse. Express empathy. Describe the solution. Show the result. State your why.

| Sales Script

The final Marketing Guiding Statement you need to create is likely the statement you have been least looking forward to writing—your sales script. We know that for many small business owners, just the word “sales” makes you sweat.

Now, your sales script is exactly what it sounds like. It is a script for making sales. And, while there are a lot of “icky” feeling sales script templates out there, the formula we’re going to discuss (which is a formula Kelly learned as a StoryBrand Certified Guide) will allow you to create a pitch that doesn’t feel salesy or uncomfortable, because it:

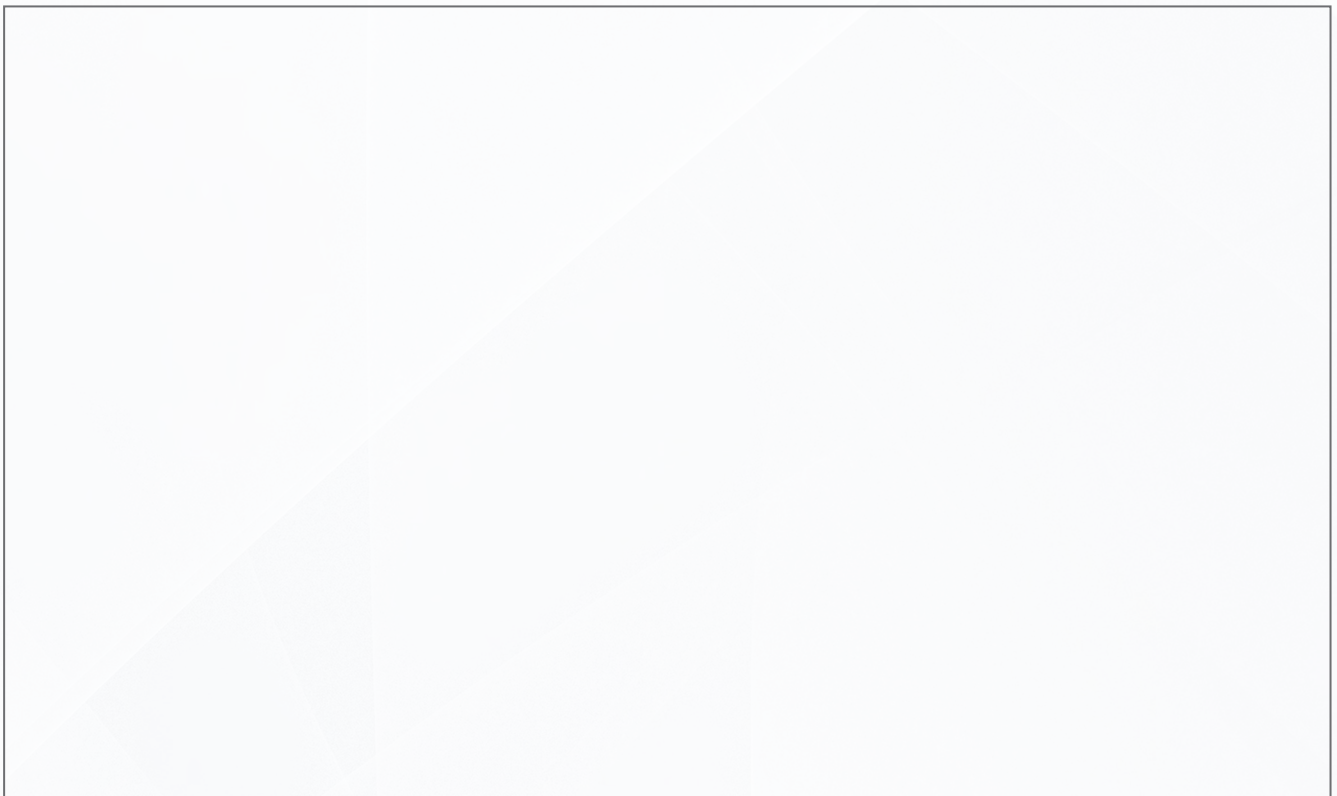
1. Makes your customer the hero of the story.
2. Gives your customers a solution and plan for solving a problem that’s been frustrating them.
3. Doesn’t actually feel like a sales pitch.

How to Write Your Sales Script

This is going to be the longest Marketing Guiding Statement that you write. Use the formula below, but please remember that this is something you will likely share with potential clients via email and say aloud. As a result, you will need to add transitions and make sure that your sales script is easy to read and say.

- **Start with the problem.**
- **Position your product/service as the solution.**
- **Give your customer a step-by-step plan.**
- **Make the stakes clear.**
- **Present the positive outcome.**
- **Call the customer to action (CTA).**

Write your sales script. Start with the problem. Position your product/service as the solution. Give your customer a step-by-step plan. Make the stakes clear. Present the positive outcome. Call the customer to action (CTA).

A large, empty rectangular box with a thin black border, intended for the user to write their sales script. It occupies the lower half of the page.

Congrats, you did it!

Now, once you have your Marketing Guiding Statements written, the key is to use them.

From here on out, every time you need to write copy or create anything brand or marketing-related for your company, refer to your Marketing Guiding Statements. This way, you can ensure that everything you create is strategic, on message, and that your customer stays the hero of your story.

Now, depending on your ideal client, every small business's marketing strategy will look slightly different (e.g. If your ideal client is a 90-year old woman, using TikTok would likely be a waste of time.), but before we conclude this download, here are a few ways you can begin using your Marketing Guiding Statements immediately.

| 1. Website

Your website is the foundation for all of your marketing and communication efforts and is your small business's most powerful marketing tool.

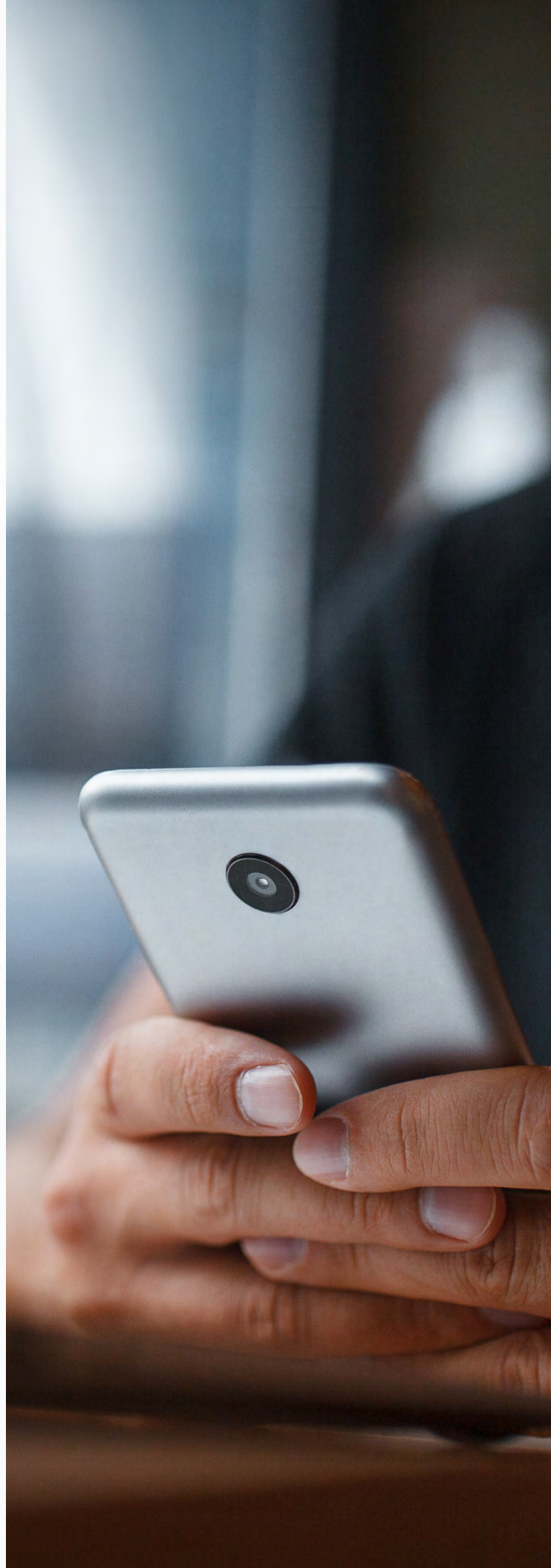
That said, it isn't enough to just have a website. Your website needs to serve your ideal clients well by helping them quickly and easily understand what you offer, how you can help solve their problem, and how they can work with you.

And, you can communicate this through using an abbreviated version of your one-liner in the header of your website, and adding other statements throughout the entire site.

| 2. Social Media

Do you ever have days where you *know* you *should* post on social media but writer's block prevents you from posting? Well, now, you can use your Marketing Guiding Statements to become inspired!

We are by no means saying you should just copy and paste your statements as posts, but you can use bits and pieces to create an engaging storyline or highlight challenges and solutions your ideal customers will find valuable.



3. Blogs, Videos, Press Releases, Presentations, & More

Your Marketing Guiding Statements should also drive how you write blog posts, video scripts, press releases, speeches, presentations, and truly any other content you create.

Use your Guiding Statements to make sure every piece of content you create is on brand, helpful to your ideal customer, and inspires the action you want potential customers to take.

4. Google & Social Media Ads

Have you ever tried running ads, but they didn't perform well? Well, now, you can use your Marketing Guiding Statements!

Every advertising outlet is a little different, but if you simply follow the platforms' best practices (e.g. character count, layout, etc.) and plug in your Marketing Guiding Statements, you'll likely be surprised by how easy it is to write well-converting ad copy.





5. Email Marketing

Do you have an [email list](#)? Whether you should or shouldn't have one is a conversation for another day, but your Marketing Guiding Statements should drive what you share with your list.

Just like with social media and content development, your Guiding Statements can help you decide what to email your potential customers about, how to best serve them, and how to create sales funnels that will drive your ideal clients to take action.

6. Networking & Sales

If you've ever struggled with what to say at a networking event or how to make a sales pitch, you now have scripts for both.

During your next networking event—whether it be a formal event or you're just given an opportunity to share about your business during a casual conversation—use your one liner. You'll likely be pleasantly surprised by how easy it is to work into conversation and the discussion that follows.

And, the next time you need to make a sales pitch, have your sales script ready to go. If you're selling in person, you'll want to have this memorized. If you're making a sale via email, copy, paste, make a few adjustments to your script, and hit send!

Clear messaging is the key to successful marketing.

Well, you did it. You now have all communication assets needed to write effective copy for any and all of your marketing efforts!

Now, we know that this is a big task and believe that marketing shouldn't be something you have to stress about. This is why we developed a straightforward approach, the flywheel marketing method, where the very first step is to clarify messaging.

We've helped hundreds of small businesses cut through the noise and achieve real results either through personalized coaching or done-for-you services that help figure out what to do, what works, and how to get the most out of a marketing budget.

Don't let another day go by feeling overwhelmed and frustrated by your marketing efforts.

Schedule a discovery call today to explore how you can streamline your marketing efforts, save time, and start seeing the results you deserve.

[Schedule Now](#)