



YOUR BRAND MESSAGING GUIDE.



GET CLEAR
CONSULTING

Organization Name:

Project Name: Chiropractor BrandScript

A BrandScript is what will keep you from wasting your precious marketing dollars through random, sporadic and confusing messages.

BrandScripts have proven to:

- Help you identify your ideal client and understand what they desire most.
- Identify the struggles they are facing internally and externally.
- Strategize a plan for establishing your company as a guide that your clients come to for solutions to their problems.
- Establish what success looks like for your clients and then focus our efforts on marketing towards that.

Every good story has seven essential elements:

1. A character
2. With a problem
3. Meets a guide
4. Who has a plan
5. And calls them to action
6. Which can lead to failure
7. Or success



Brands know that they are not the main character of the story - the customer is. Brands position themselves into the story by being the guide who helps the customer win the day.

When you confuse, you lose. BrandScripts make sure that will not happen any longer.

The time, effort, and money you are about to invest into your company is well worth it. My prediction is that it will reward you with a yield of 10X what you put into it.

HERE IS A SUMMARY OF YOUR BRANDSCRIPT:

1. Your character

2. With a problem

3. Meets a guide

4. Who has a plan

This is the process for partnering with us:

- I.
- II.
- III.

5. And calls them to action

6. Which can lead to failure

7. Or success

Here Is Your Hero's Brand Story In Action:

Here Are Some Elevator Pitches To Consider:

- 1.
- 2.
- 3.

Here Are Some One-Liners You Can Use In Your Marketing Collateral:

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Here's How You Can Make Your Own Pitch or Post

1. Start with one of the problems your ideal client is facing.
2. Tell them you know what it's like to encounter it.
3. Show us the solution.
4. Tell us what we should do about it.

Worksheet For Creating A BrandScript

1. What do we know about the demographics of our ideal client?
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2. What do our clients want as it relates to your company?
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3. What are our customer's external problems (physical road blocks they are encountering)?
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4. What are the internal feelings that emerge because they are encountering these physical problems?
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5. What is the philosophical struggle being played out? How are we a part of the "good versus evil" narrative playing out in the world today?
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6. What are the destructive forces at work causing your hero grief (Villain)?
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7. What do you offer to solve your customer's problems?
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8. What statement can you make that shows you understand what your client is struggling with?

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9. What kind of transformation could we expect to see in their lives from working with you?

10. What endorsements, statistics or associations help you establish authority as a trusted guide?

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11. What testimonials do we have that show we have a proven track record to help them?

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12. Have we created and communicated a clear plan for the hero to win the day?

I.

II.

III.

13. What is the clearest call to action?

-

14. If someone chose not to work with us, what would the consequences be?

-

15. How can we help our hero imagine how we can improve their lives?

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Editing Your Marketing Material Checklist

Your BrandScript can serve three purposes in your marketing material:

1. It will help you editing existing marketing material.
2. It will provide a filter for present ideas you have.
3. It will help create content for future projects going forward.

Do not feel overwhelmed. Just use it to help you take a few steps forward each day. It's just here to help and make sure your BrandScript investment is paying off.

The BrandScript and Your Website:

- Is there a direct call to action above the fold of your website?
- Are there direct calls to action spread out in the various sections of your website?
- Is there one clear idea communicated on your website that is obvious and communicates a result?
- Is there a transitional call to action that offers something of value for free (PDF, Checklist, a video or a sample)?
- Is your transitional call to action hooked to an automatic follow-up email system that offers content, engages with the potential client and features direct calls to action?
- Do you have a strategy or system to capture email addresses other than your transitional call to action?
- Does every word, button, or image fit with the idea that you are showing your client how your company fits into their story as a trusted guide who can lead them to success?
- Is there an image somewhere on your website that shows how a customer will feel once their internal problem has been resolved by your products or services?
- Is there too much information on your website? Is it cluttered? Are there too many links?
- Have you sprinkled in anything about the consequences for not working with you?
- Do you have bold headlines for every one of the groups of text that you have?

- Are your paragraphs short and to the point?
- Do you have a tagline that is clearly displayed on your website?
- Do you have icons, images or badges which show the value that your company offers?
- Do you have some badges which show your credibility as a guide?
- Have you included testimonials that show how you have solved problems a future client may be facing today?

Your Email Campaigns:

- Are you capturing email addresses in exchange for free information to your customers?
- Are you emailing your clients free, valuable information with an ad for your products within the email?
- Are you emailing your customers about specials that you are offering?
- Are you emailing customers when "time is running out"?
- Have you addressed any potential objections a customer may have about working with you?
- Have you included any testimonial stories that would encourage someone who is struggling with an internal or external problem?
- Is your subject line engaging? (Would you want to read it if it came in your inbox?)
- Are your emails well structured with sub-headers that capture attention?
- Are your paragraphs short (like two or three lines at most)?

Your Pitch:

- Do you explain what your customer wants?
- Have you empathized that your customer has good intentions with their desire?
- Have you explained the external and internal problems?
- Have you established yourself as a trusted guide who understands them?
- Have you established yourself as an authority on the subject?
- Do you present a plan to break through the listener's confusion?

- Do you have a clear call to action?
- Have you talked about what the consequences of inaction are?
- Do your images reflect the themes you are presenting?
- Is your company tagline featured at all?
- Can you include a story that pulls from the BrandScript?
- Is there a testimonial that is relevant that would support your pitch?

Congratulations, you have done the hard work of creating a BrandScript for your business. You have taken steps to get ahead of your competition.

You now have clarity on who your ideal client is, what they want, what is stopping them from getting it, how you can position yourself as a trusted guide, the steps to take in working with you, and how you will deliver what the customer wants.

It has been a pleasure to serve you and your company. If you have any questions, do not hesitate to call me directly (604.839.3258).

Sincerely,

A handwritten signature in black ink that reads "Jon Morrison". The signature is written in a cursive style with a large, stylized "J" and "M".

Jon Morrison