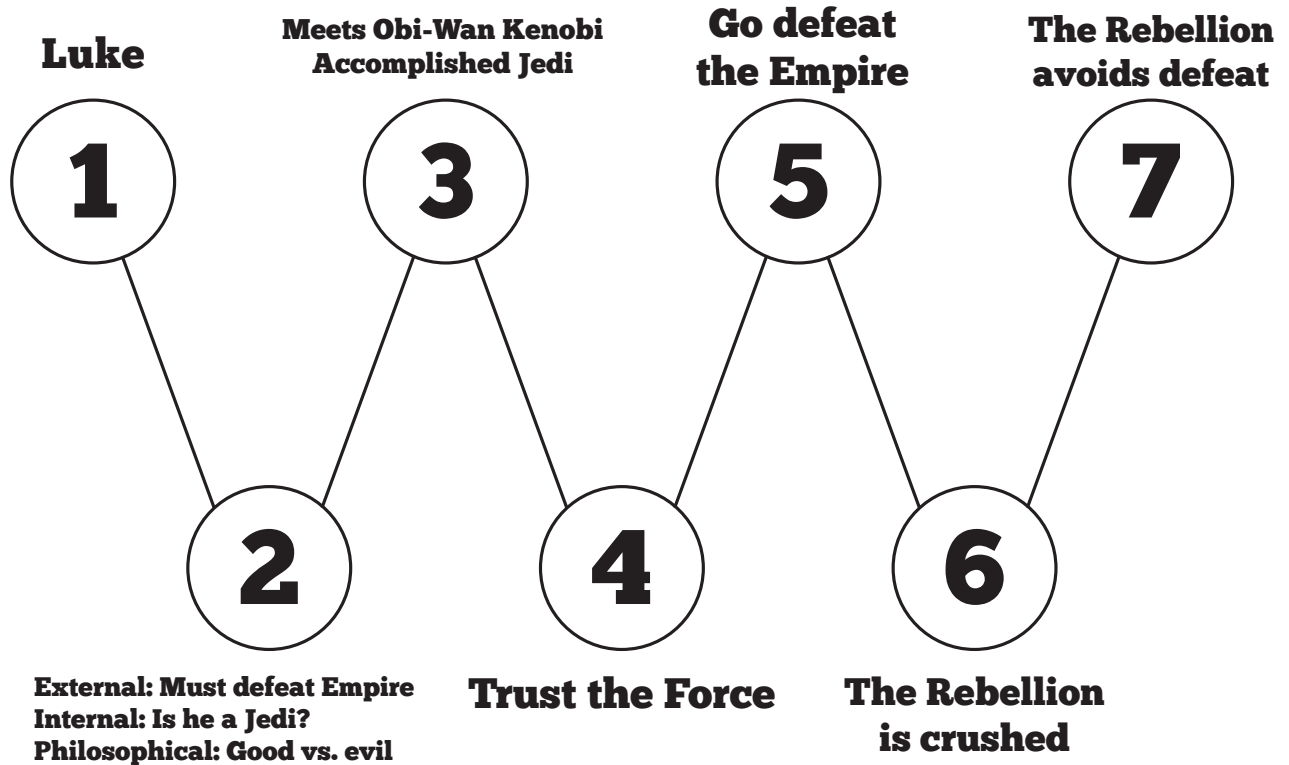


Star Wars Example



1: A CHARACTER

The patient is the hero, not your brand.

A story starts with a hero who wants something. And then the question becomes: Will the hero get what she wants?

When you define something your patient wants, the patient is invited to alter their story in your direction. If they see your brand as a trustworthy and reliable guide, they will likely engage.

Step One: Create a list of potential desires our patients might have that we can fulfill.

Are they searching for...more time, a sense of community, increased savings, improved health, status/prominence, sense of meaning/purpose, association, etc.?

Step Two: Pare down our patient's ambition to a single focus. The goal is to create a clear message that is easy to understand for our patients. Is there a single focus that covers all or most of our patient's desires?

Here are some examples from other industries:

"Helping you become everyone's favorite leader."

"A hassle-free MBA you can complete after work."

"A yard that looks better than your neighbor's."

Find the luxury and rest you've been looking for."

2: HAS A PROBLEM

**Companies tend to sell solutions to external problems,
but customers buy solutions to internal problems.**

There are three levels of problems heroes (and customers face): 1) External Problems; 2) Internal Problems; 3) Philosophical Problems. In a story, a villain initiates an external problem that causes the character to experience an internal frustration that is, quite simply, philosophically wrong.

Here's an example of all three problems:

Edward Jones Financial Planning

External: I need investment help

Internal: I'm confused about how to do this (especially with all the high-tech tools out there)

Philosophical: If I'm going to invest my money, I deserve an advisor who will thoughtfully explain things in person.

Step One: Brainstorm the external problems our brand resolves. Is there one that seems to represent the widest swath of services?

Step Two: Brainstorm the internal problems (frustration or doubt) our patients are feeling as it relates to our industry. Is there one that stands out as a universal experience for our patients?

Step Three: Is our brand part of a larger, more important story? Is there a philosophical wrong our brand stands against?



3: MEETS A GUIDE

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

Every major story involves a guide. If heroes could solve their own problems, they would never get into trouble in the first place. Nearly every human being is looking for a guide to help them win the day.

The two things a brand must communicate to position themselves as the guide are 1) Empathy and 2) Authority. Think of how Yoda serves as the guide to the hero Luke Skywalker. Yoda understands Luke's dilemma and empathetically coaches him to use the Force. And because Yoda is also an accomplished Jedi himself, he has the authority to help Luke master the required skills to win the day.

Step One: Brainstorm empathetic statements we can make so our patients know we care about their internal problem. *Empathetic statements start with words like, "We understand how it feels to..." or "Nobody should have to experience..." or "Like you, we are frustrated by..."*

Step Two: Brainstorm the many ways we can demonstrate competence and authority by exploring patient testimonials, statistics that demonstrate competence, or even awards we've won that recognize our expertise.

Once we express empathy and demonstrate authority, we can position our brand as the guide our patients have been looking for. This will make a significant difference in the way they remember us, understand us, and ultimately, engage with our services.

4: WHO PROVIDES A PLAN

Customers trust a guide who has a plan.

In almost every story, the guide gives the hero a plan, or a bit of information, or a few steps they can use to get the job done. In Star Wars, Yoda tells Luke to trust the Force and then trains Luke on how to wield this power. People are looking for a plan or series of steps they can take to solve their problems.

Effective plans do one of two things: they either clarify how somebody can do business with us, or they remove the sense of risk somebody might have if they're considering investing in our services.

Step One: Brainstorm the simple steps a patient would need to take in order to do business with our company. *This will likely be between 3 and 5 steps. The whole point of creating a plan is to alleviate patient confusion so keep it simple.*

Example: 1) Schedule an appointment; 2) Allow us to create a customized plan; 3) Execute the plan together.

Step Two: What fears do our patients have related to our industry? What agreements could we make with them that would alleviate those fears?

Example: CarMax (used cars) Agreement Plan:

1. Customers will never have to haggle
2. CarMax refuses to sell a car that doesn't meet their standards
3. Every car goes through a rigorous renewal process to be sure it meets the quality certification seal.
4. Every car comes with a 7-Day Money Back Guarantee



5: CALLS THEM TO ACTION

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

In stories, characters never take action on their own. They have to be challenged to take action. Our patients are the same.

The moral of the story is people don't have ESP. They can't read our minds and they don't know what we want, even if it seems obvious. We have to clearly invite patients to take a journey with us or they won't.

Step One: Brainstorm various calls to action that we can make in our marketing campaigns. *These are direct calls to action, such as "buy now," or "schedule an appointment."*

Step Two: Brainstorm any transitional calls to action we can create that will stake a claim to our territory, create reciprocity with our patients, and position our brand as a guide.

Transitional calls to action contain less risk and usually offer a patient something for free. Examples include "Watch a webinar," or "download a PDF guide about..."
