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Welcome to the Feed U Podcast giving you the real scoop on raising your business to new heights, expert education, inspiration and motivation to fuel your purpose, your passion, and your profits. Here's your host, Alisa Conner.

Alisa Conner: [00:28](#)

Hello. Hello. Welcome to the Feed U Podcast. We are at episode 41. Holy Cow. I am so excited to be able to be at episode 41 and have you all listening. I had some super exciting, news last week that, um, I actually have my first as far as I know, my first international podcast listener. So a shout out to Helen and thanks so much for listening and I'm so grateful when you guys share this podcast with, with other people because it's getting the message out to other people and helping them grow their businesses too, which is really my intent behind this podcast is to help you grow and Morph and Change Your Business and become successful. So thanks so much for tuning in and I am really excited as we move into the forties of this podcast because it means I'm getting close to my one year anniversary, but stay tuned for episode 48. I'm going to plant a little seed here today and let you know that episode 48 is going to be super special. So stay tuned. I am really excited. I'm for that episode. Keep an eye on, on Instagram. I'm going to be posting some stuff over there and also over in, um, in my Facebook group. So stay tuned. I am, I'm still working out the details of some, um, uh, either giveaways or something. Anything fun. We're going to do something really fun for that episode because it's a really special episode and he'll know more soon. So before we hop into today's episode, which is all about the story brand framework, and I can't really give you the framework, but I want to allude to the power of the framework, um, and what an impact it's made, not only for my business, but for the business of my clients. And kind of walk you through why that framework such a amazing component, um, to add to your business. And you can grab the framework either. Um, I have a link on my website to the framework, which you can cry, you can purchase the online course and actually go through the course that I, I have gone through that course. And then, and then sun. Um, and you can go through that course and make it work for your business. Or you can grab the book story brand, um, by Donald Miller. And I'll, I'll talk a little bit about that. And I apologize. Of course as I'm recording, there is a street sweeper going down my street, so just ignore the street sweeper. I'm trying to, oh my gosh. It's just one of those things. When you have a podcast, you never know what's gonna happen. Um, so you can grab the book, bring in from Amazon or your favorite book seller. I love when you go use your local booksellers. Um, but you can go purchase the online course. You can find that@elisaconner.com/StoryBrand. Or you can schedule a call

with me and we can talk about using story brand for your business on in a one on one setting.

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Before we get started, a word from our sponsor, one of the biggest frustrations I hear from business owners on a regular basis is I need more clients and I get it. Every business struggles with getting new clients until you know how to do it. The problem is is you spend your time networking and going to events and making phone calls that don't go anywhere. You're out trying to attract people to you when there is a much easier way. Growing your email list is so important because it fills your list with potential clients who actually want to hear from you and it gives you the ability to reach out to them on a regular basis and share what you have to offer. To grow your email list. You got to have a great free download. Sign up for our free newsletter isn't working anymore. You've got to create a download that piques their interest, gets them to take action and add send to your list. Sounds easy, right? Of course. It's not easy. That's exactly why I created my new free training. To help you create an awesome free download, you can sign up at alisaconner.com/createmyfreebie. This live training is going to present the five easy steps that I've used with my clients to help them go from hot mass marketing to growing an email list that they consistently get sales from. So you don't want to miss this training. Head on over to alisaconnor.com/createmyfreebie and sign up today. I'll see you inside.

Alisa Conner:

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This week. We are talking all about story branding and I kind of alluded to story branding last week when we talked a little bit about the power of story and how you can utilize it in your business. But this week I'm talking specifically about a framework that I just got certified in so that I can actually help, um, consult and walk people through the framework. So let's talk a little bit about, you know, what his StoryBrand, if you haven't heard of StoryBrand before and why I thought, um, it was worthwhile too. Not only invest time but a significant amount of money to become a certified guide. And I'm going to back up a little bit, um, on that story. But first I want to tell you a little bit about story branding. So story branding is a story brand is a company that was created Donald Miller and he is out of currently out of Nashville. And it is a specific seven part framework that is based on some of the ancient storytelling principles that I talked about last week in the episode that simply help you clarify your message. So why is that important? Well, most companies waste so much money on marketing that isn't working because their message isn't clear and people don't know what they sell or what they want them to do or they, you know, they, they just spend all of this time for beautiful

advertising and websites and magazine covers and it's not really helping them sell any products. And that really is kind of the point of marketing and whether we're doing it online or offline or advertising or not advertising. People buy products because they read words that make them want to buy those products. And to go back to last week's episode even more so they buy products because the words that you write about your product engaged, those three chemicals in our brain to one, make us interested in the product to emotionally connect to that story. And three, identify with the hero, the hero of the story. So this specific framework is so powerful that when you utilize it and utilize it well and you have someone that can walk you through creating it for your business, it, there's no guesswork. There's no wondering whether or not it's going to work. It just simply works. And when Donald Miller goes through the training, he explains that your brain is really only thinking about two things all the time. And one is that you want, it's thinking about how to survive and thrive. So you're either wanting your brains either working to help you survive, um, fight or flight, that kind of thing. Or thrive, you know, to enjoy your life and move forward. Or the, the next thing is that it's, it's second task is to conserve calories. And this goes back to being a cave man. Like if you think about the cave people, I'll say cave people, they're really, their goals were to find food and stay alive and conserve calories so that they didn't have to find more food to stay alive. That front part of our brain, which is the reptilian brain, hasn't developed much past the cave people stage. So when we get really caught up in everything that we do and we start spewing out all the millions of ways that we can help our customers or we're throwing out, I see this all the time in social media specifically social media management were like, oh, we can help you manage your Facebook ads and your Instagram and your linkedin and your Twitter and you know, all these different things. It can be very overwhelming to our audience. And in reality, if we aren't providing them a simple plan to follow, they're going to tune out because they have a problem they need it solved. And they needed to be simple. So if you can't simply enunciate what it is you do with your messaging, you're going to lose people. And then it's hard to gain traction. It's hard to grow an audience and it's hard to grow a business when you can't gain traction with your audience and it can simply be solved with effective messaging. That is the main reason that I decided to become a certified guide. I am so passionate about that clear messaging and I have struggled with it myself and my business for a very, very long time, which is one of the reasons that I actually went to the live training. I was able to do this for clients and for other people. You know, following the, the StoryBrand framework that I, um, read in the book cause I

bought the book first and I just struggled and struggled and struggled with my own messaging because when you have your own business, you're too close to it, it's too hard to see the forest through the trees. And that is why, you know, me bringing that skill to the forefront for clients and for even for you guys to kind of tell you about that story, um, is so helpful because when you have that outside perspective and you have somebody that can look in on your business from a bird's eye point of view, it makes a huge difference in having that outside perspective give you the clarity about, you know, what it is you really do offer and what problem you solve and how you solve it and how to clearly communicate that to the people that you want to do business with. And so the goal of StoryBrand and the goal of the framework is to help businesses specifically in any, and I'll get into logistics and admin it about size and all that sort of stuff of businesses, but to clearly communicate very quickly, very simply with our customers, how they solved their problem. And that that's really it in a nutshell, but the framework is so powerful that it helps you really dig deeply into your business to get to that simple messaging really quickly. So who does this work for? You know, I have a lot of people on this podcast that own their own business. They either have a small business or they're entrepreneurs and they're like, well that's all great and fine, but is it just for big companies? Well, yes, it's for big companies. It's for small companies. It's for medium size companies and it's for consultants and it's for entrepreneurs. It's for anybody that who wants to get attention on their message and sell products or services. It really is that powerful, which is why I spent so much of last week talking about the power of story and that it really is ingrained in our brains because once you understand the power of story and then you begin to understand the framework that story brand brings to the picture, the puzzle pieces fall into place because when you clearly communicate in everything you do, anywhere you put your message. So, for example, in your sales process, if you are giving speeches and you have that similar messaging, if you have marketing materials that you put out, if you have a download and you put it out and all has the same message and goes to the same end result, your website, your emails, your sales pages, your opt-in forms anywhere you have your messaging, if it's simple, it's concise and it solves their problem, you will sell more products and services, the end you will, you will sell more. Clear communication differentiates you from your competitor immediately. Like there is so much noise out there. If you look on Facebook and I, I almost just like go on and go right back off because it's just such, there's just so much loud noise and everybody wants attention. And in the reality is like, I think you get less patients as you get older for nonsense. And I

just feel like there's so many people on there that really don't have any value to add to anybody else. And they just go for like online therapy. I don't know how else to put it. You're bit, you're in business to sell products and services. So if you're offering online therapy, unless you have an online coaching course that for therapists or you're offering an online therapy product, you're not going to get any attention. You've got to be really clear, clearly solving a problem for a specific person or group of people and explain to them how you do that very quickly and very simply. If you can do that, you will stand out like a green thumb or a sore thumb. I don't even know what I'm trying to say. Whatever that analogy is, a sore thumb or a, you know, a giant wildflower and a patch of grass because you, what you put out into the world will be so different than what everybody else that is your competitor or not even your competitor. But you know, other entrepreneurs in the space are putting out there because they're not doing that. They're, they're basically pimping their products and services. People don't buy products and services. They buy solutions regardless. Um, using the StoryBrand framework enables you to create that differentiation and you become known as the go to solution provider for that problem and that how can that not increase your profits when you become the go to person to solve that problem. So let's talk a little bit about the StoryBrand framework. And I'm going to invite you to a Webinar. I'm actually going to do a free Webinar on the StoryBrand framework and just walk you through what it looks like. It's a little bit hard to do on a podcast. Um, so I'm going to go through it briefly, but I'm also going to invite you to a Webinar and you're more than welcome to come and sign up for this. Um, the date and the link will be in the show notes and there will not be a replay. Um, part of my agreement with StoryBrand is that I can present this information, but I can't record it, which means I can offer a replay. So it really and truly will be a come or you'll miss out situation. It's not going to be like, you know, a lot of times you're promised by marketers, oh, if you don't come, then, um, you know, you can watch the replay later or there won't be a replay. But secretly there is a replay. There really won't be a replay. That leads me to why I decided to get certified. In all honesty, honesty, I actually started using this framework with my clients a little bit illegally. I don't know if he's illegal. I wasn't really doing the exact steps that they, um, talk to you. But I, I had read the book about a year ago and I had heard, um, Donald Miller on multiple podcasts and I was really intrigued by what he was talking about. One of the areas that I have consistently struggled with, with clients and with myself, um, was really dialing down messaging. And I just felt like there really had to be a system and a methodology to make it simple.

And no matter what I tried, no matter questions I came up with, it never was as simple as I knew it needed to be. And I also knew how important messaging was in everything we do. And it's really an area that people struggle with and um, it's probably the most vital component of your business if you don't have clear messaging and messaging that really resonates with your audience, you are just dead in the water. That's all there is to it. So I started implementing it with clients and I just sort of experimented with it. I just wanted to see what was gonna happen and I kind of played with it on my own. And as I started to play with it, I was like, holy Moly, the results that these people are seeing are incredible. Like I had clients that were four times in their income. I had more downloads. I, and like even in my own business, it was just incredible to see what people were doing just by implementing a few components of this framework. So needless to say, I was sold and I knew that I had to figure out the system. And, um, I knew like once I started checking into the certification program that this was the way to go because it was really something that would help me add value to my clients work when I worked with them. And it was really going to be the differentiator between whether they succeeded and how quickly they succeeded and whether or not they did or did not succeed. And so I decided to invest in becoming a certified guide. It was a four day process. And one of the big, um, takeaways that I, that I got out of this training was that it really helped me to clarify my message. And the part of that, um, was that I was surrounded by a bunch of other people that do marketing and do all the things I do. Marketing, branding, website development, um, graphic designers, you know, all in the same arena. But having, you know, all of those marketing brains around me really helped to help me refine my messaging because, you know, great minds think alike and we have the, the, um, feedback from a whole group of marketers on your own stuff that is like, there's no, it's immeasurable. It's just awesome. So being able to go in and clarify my message and learn, you know, what was clear in what wasn't clear and having them all go through this same process. Um, it was really great to have that feedback back and forth. And then also to have the staff who has been doing this, you know, a lot of their staff's been doing like four or five, six and Donald Miller's been doing it for many, many years. Um, but you know, all the people that they have as trainers and as certified guides already there to help, um, enabled us to get input from people that were even more advanced in this process than we were. And so being able to walk away with really clear messaging and an understanding of how to arrive at that messaging has even made me more of an advocate for this, um, implementation into people's businesses. So the reality is, is that when you get really, really

clear on that messaging and you implemented into all of your marketing materials online and offline, it is so powerful and it just cuts through the noise so quickly. There is no way that your business will not grow. There is no way, I mean, it is just inevitable that you will see growth and an increase in sales, um, because you just immediately cut through the confusion in the noise and you get really, really clear about not only what it is you offer and how you help and, um, relating to your customer's pain. But you make it so easy for them to do business with you that they're immediately like, yes, sign me up because they're just waiting for you. They're waiting to find you and to realize that, um, what you have to offer is really going to bring them the solution they've been waiting for regardless of your industry, the size of your business or how you offer your service or product. So some examples of where you can utilize, um, this story branding are actually showing up next week in, um, the, the next episode that is going to be the title of the episode is where you can use story branding to increase your sales and you will be really surprised at all the places that I come up with and how you can utilize this framework. So with that, I want to end this episode, but I do once again want to invite you to that free Webinar. You can find the link in the date in the show notes. So if you have specific questions about the StoryBrand framework, because I really can't go into the details of, you know, each of those steps. There's a couple of ways that you can find out about that. One. You can come to their free webinar that I just mentioned. Um, two, you can pick up a copy of the book StoryBrand. Um, I think it's just StoryBrand. It's by Donald Miller. You can find on Amazon and probably any local bookstore. And the third way is that you, we can actually work together. I can help you walk through this process. We can come up with your own messaging and then, um, you walk away with a plan of action, a one liner that you can use not only on your website and your online marketing materials, but anytime you're out and about and someone asks you what you do, you'll have a really clear, concise answer for that. A lot of people struggle with that, especially as entrepreneurs. It's not a skill that we are taught necessarily in corporate or in, um, you know, education wise. We don't walk around, you know, in our college years saying, Hey, I learned my one liner. So it's a really good piece of armory to carry in your toolbox. And then you'll also get a, with that session with me, you also get the opportunity to have your social media descriptions and bio's and all that stuff. All coordinated to aligned with your new messaging. I love to see you in the Webinar. I will again put the link to the Webinar signup sheet in the show notes, so feel free to jump over and sign up for that Webinar. And in the meantime, next week we're going to talk about all the places

that you can use StoryBrand and um, clear, clear messaging is really what, what we're talking about. Even though I keep using the word story brand, it's really where you can use clear messaging to increase your sales and drive more traction with your brand. So until next week, I hope you have a wonderful week. Again, if you have any questions or you want to just sound off about this episode or previous episodes, or you have questions, reach out to me on Instagram. I would love to have a conversation with you via direct message. You can find me at Elisa Conner until next week. Have a wonderful week and I'll see you soon. Take care.

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Just a reminder, don't forget to sign up for my free training to create your irresistible download. Everybody wants a great free download. Why shouldn't you have one to grow and build your email list so you can get more clients by joining him on me. Free training at alisaconner.com/createmyfreebie. I'll see you soon.