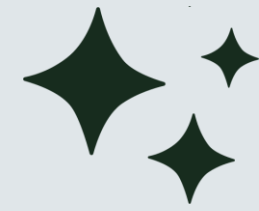


Marketing with the Hero's Journey

Building a
Business around
Your Customer



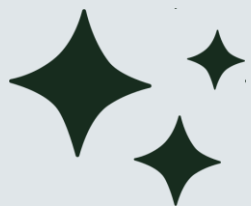


Learning Objective

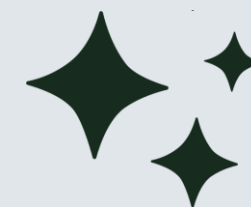


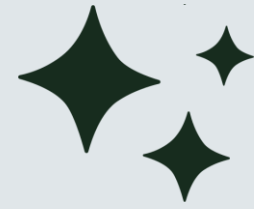
Learn Customer-Based Strategies to Design Effective Websites, Landing Pages, Newsletters, Posts, and CTAs.





We oftentimes believe, “I’m going to have this perfect understanding, and then I’m going to transform that into what I do.” I would suggest³ that we have enough to get started. We have a sense of the right direction. ...

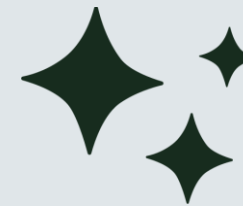
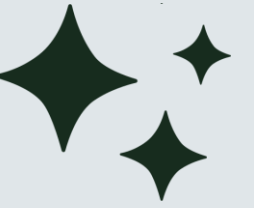




Faith is a principle—the principle—of action and of power. True faith is focused in and on the Lord Jesus Christ and always leads to action.

4

David A. Bednar



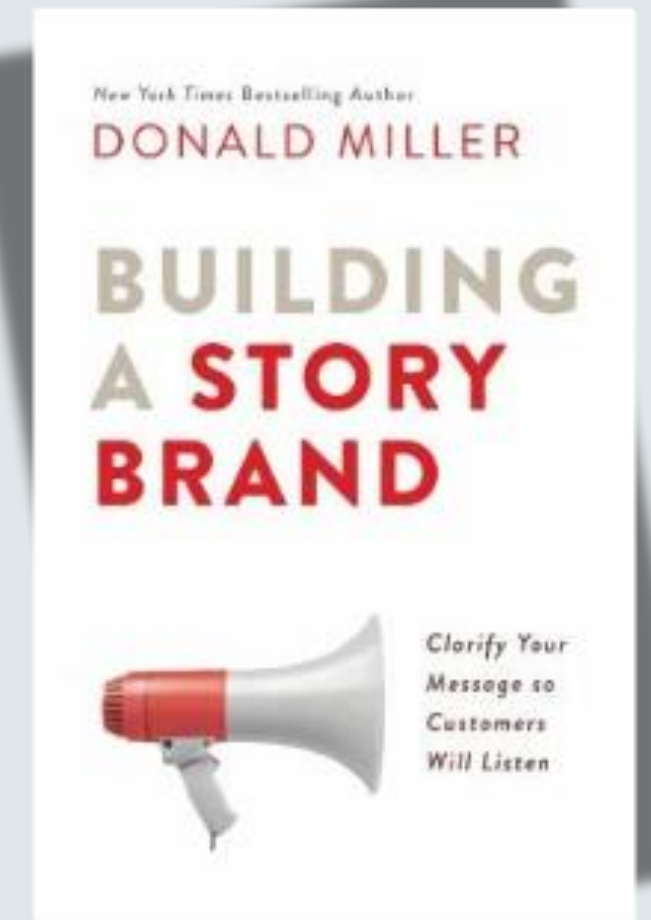
Resource

*Building a
StoryBrand:*

*Clarify Your Message
so Customers*

Will Listen

by Donald Miller





The Customer's Buying Journey

Nurture Your Audience



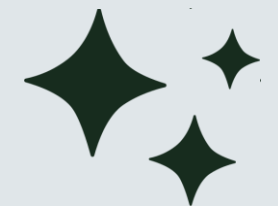
- Attract Attention
- Build a Relationship
- Turn Interest to Action

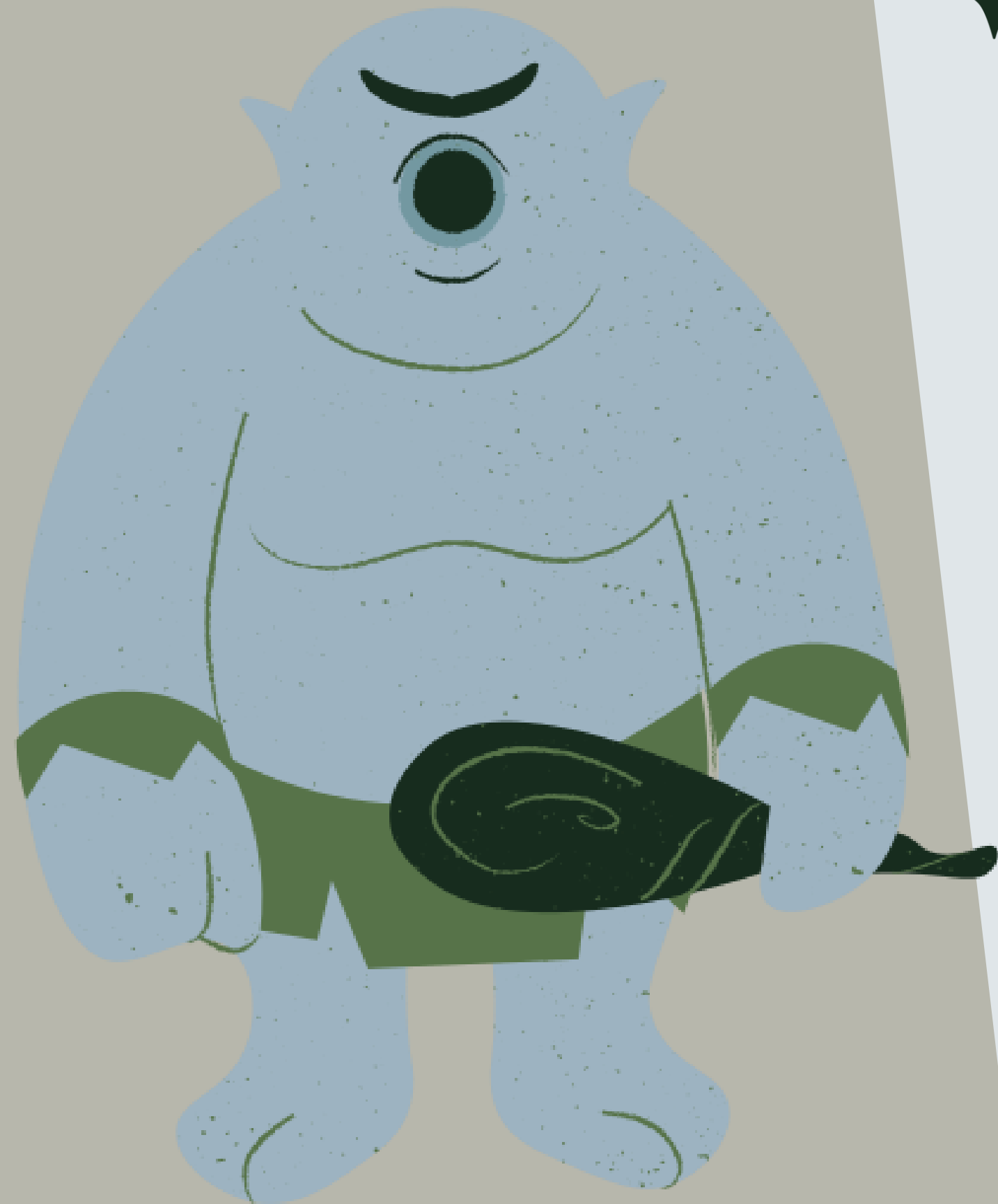




What is the Hero's Journey?

It is a narrative where a hero goes on a journey or quest, faces challenges and emerges transformed or changed.



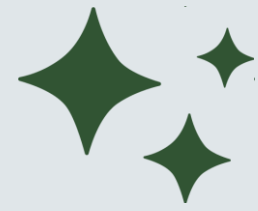


✦✦ The Power of Story

Our brain registers an effective story the same way it registers the things that actually happen to us. ... [With every story] we are hardwired to ask one question ... What will I learn here that will help me not only survive, but prosper?



-Lisa Cron, *Story Genius*

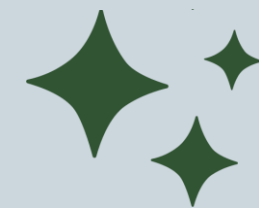


Your Customer is Your Hero

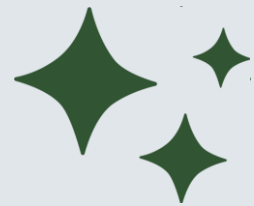
1

- Identify your customer
- Find out what they want
- Concentrate on “You” messages not “Me” messages

9

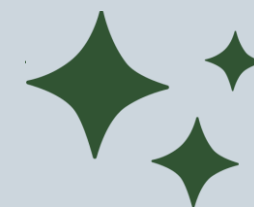


1

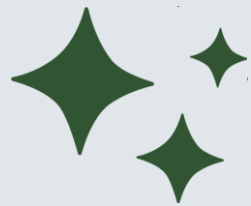


“Successful business owners seek to **understand** and **meet** the unmet needs of customers. Understanding customer needs is an **ongoing journey** that requires significant effort, time, and persistence. ...

10



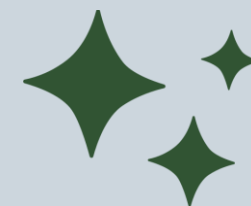
1



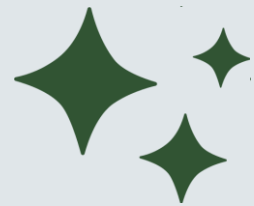
“Your customers’ needs will change over time, so you will continually need to adapt your business to meet them.”

11

Self Reliance Manual: Starting and Growing My Business, chapter 2

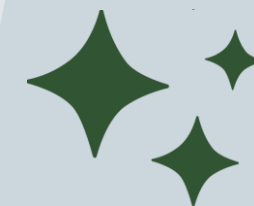


1



Thought Questions

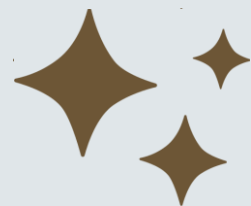
- Who are your customers?
- What are their demographics, religions, technology uses, cultural norms?



2

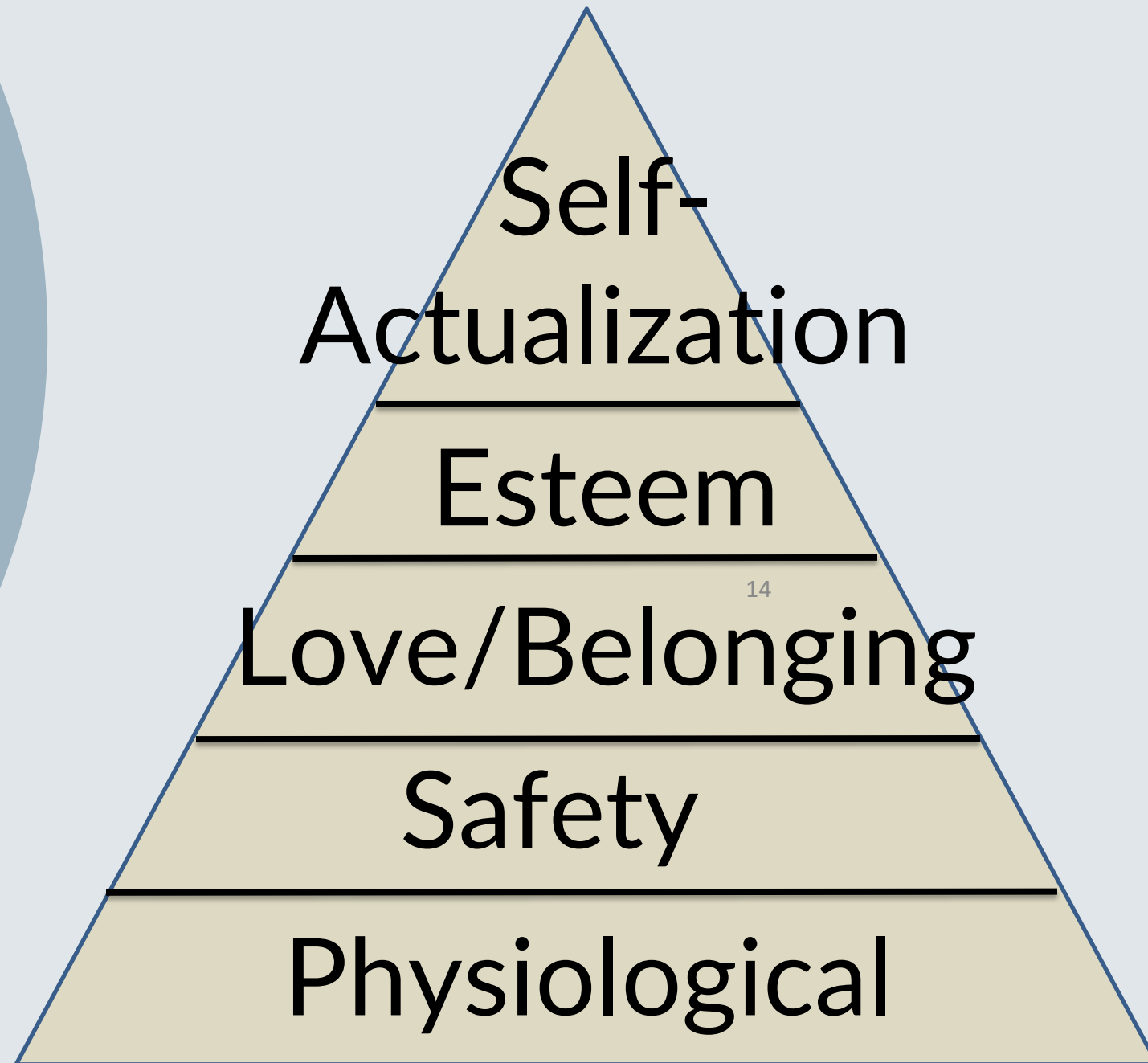
What are Their Problems? ✨

- Every story has a villain
- Different types of problems
 - ~ External
 - ~ Internal
- Customers buy based on **internal needs.**



Maslow's Hierarchy of Needs

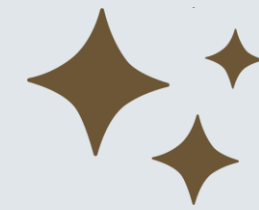
2



2

Thought Questions

- Who are your customers' "real" villains?
- What are your customers' ¹⁵problems?
- How does your product answer their needs?

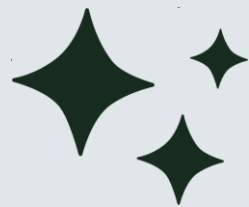
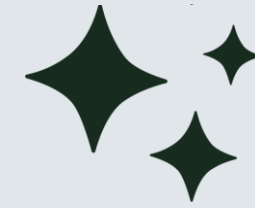


3

You are the Guide

- Understand their struggles
- Show why you're the authority to answer their problems
- Stay "you" focused

16

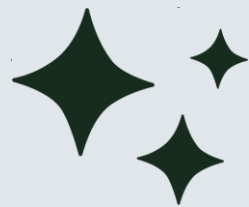


3

Speak to your audience
in their language about
what's in their heart.

Jonathan Lister

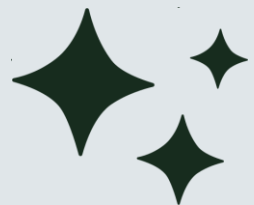
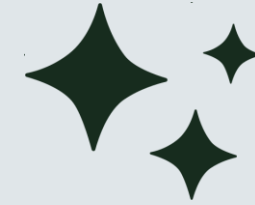
17



3

Thought Questions

- How can you show that you understand their pain and struggles?
- What testimonials, awards, statistics, etc., do you have?



4

Provide a Clear Plan

- A 3-step plan is simple to start with
- A process plan to engage in your business
- An agreement plan to alleviate their fears



4

Remember the mantra, “If you confuse you lose”? Not having a plan is a guaranteed way to confuse your customers.

Donald Miller, *Building a StoryBrand*



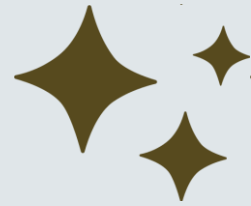
4

Thought Questions

- What do you want them to do now?
- What fears do they have that will keep them from engaging?
- What freebie can you give?



5

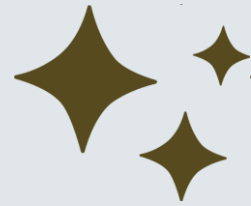


Call to Action

- Direct CTA
- Transitional CTA
- Be specific²² – tell them exactly what they'll do or get



5



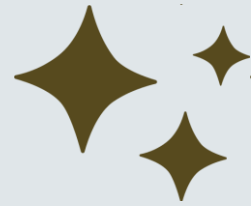
An idea not coupled with
action will never get any
bigger than the brain cell
it occupied.

23

Arnold Glasgow



5



Thought Questions

- What is one direct CTA that fits your business?
- What is one transitional CTA?

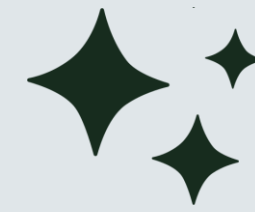
24



6

Avoid Failure

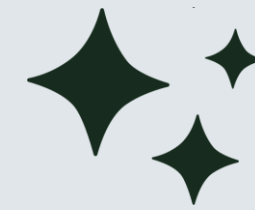
- People are more motivated to avoid pain than gain pleasure
- What will happen if they don't act?



6

The concept of loss aversion is certainly the most significant contribution of psychology to behavioral economics.

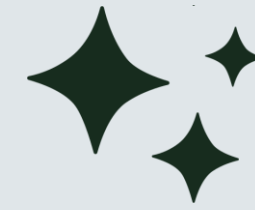
- Daniel Kahneman



Thought Questions

- What things will your product help your customers avoid?
- What will they miss out on if they don't engage with your business?

27



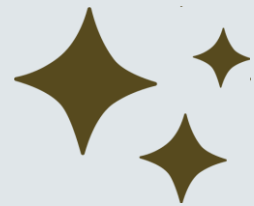
7

End in Success

- Show a vivid picture of a better life
- Tie to emotions/internal needs
- Remember Maslow's Hierarchy of Needs



7

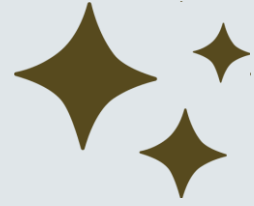


Stories let us vicariously try out difficult situations we haven't yet experienced to see what it would really feel like.

Lisa Cron, *Story Genius*



7



Thought Question

How will your customers' lives be different if they use your product or service?

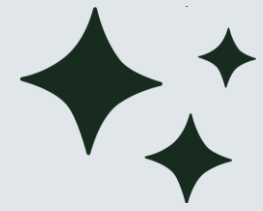
30



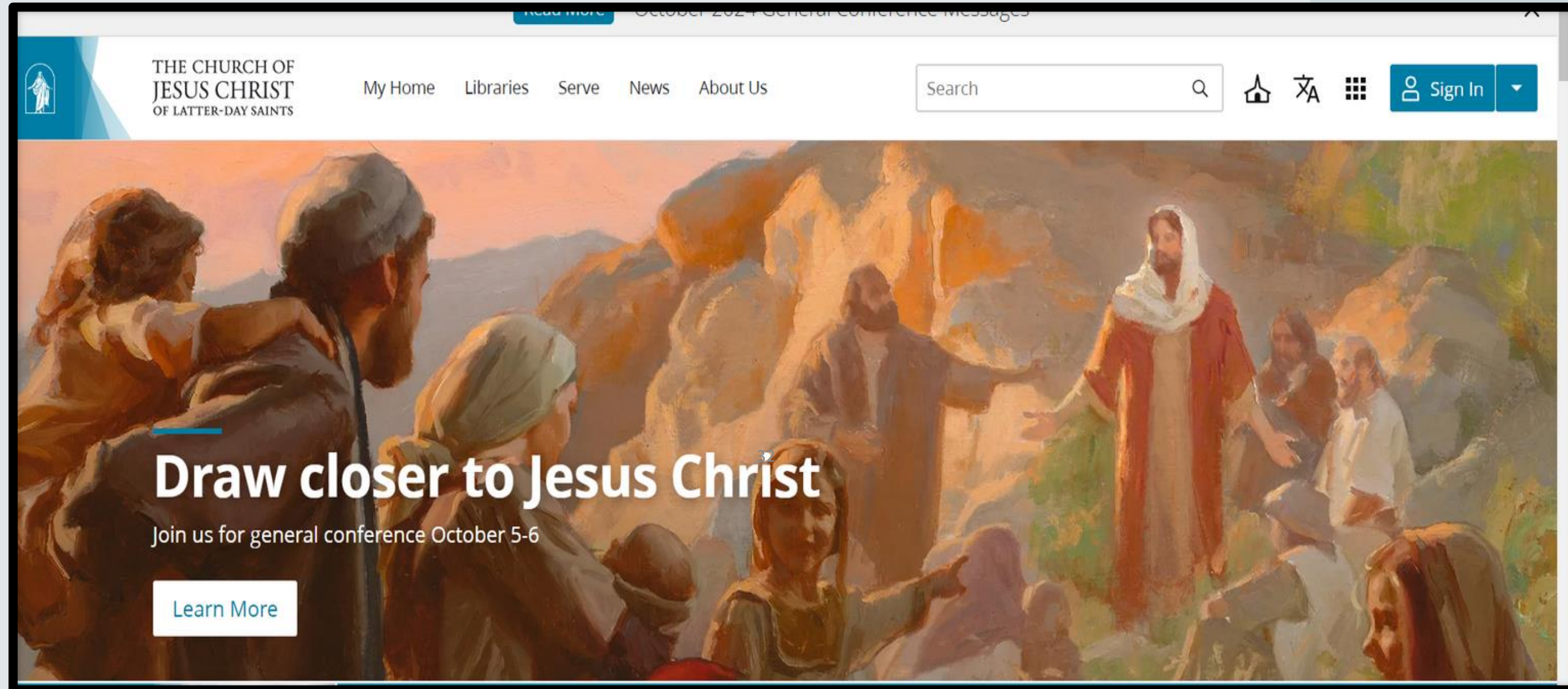


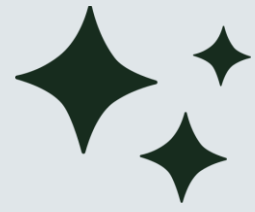
Put It All Together

- Website design and landing pages
- Newsletters
- Flyers and mailers
- Social media posts
- Other marketing

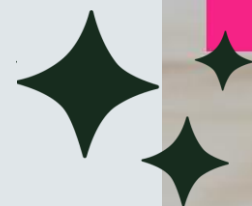
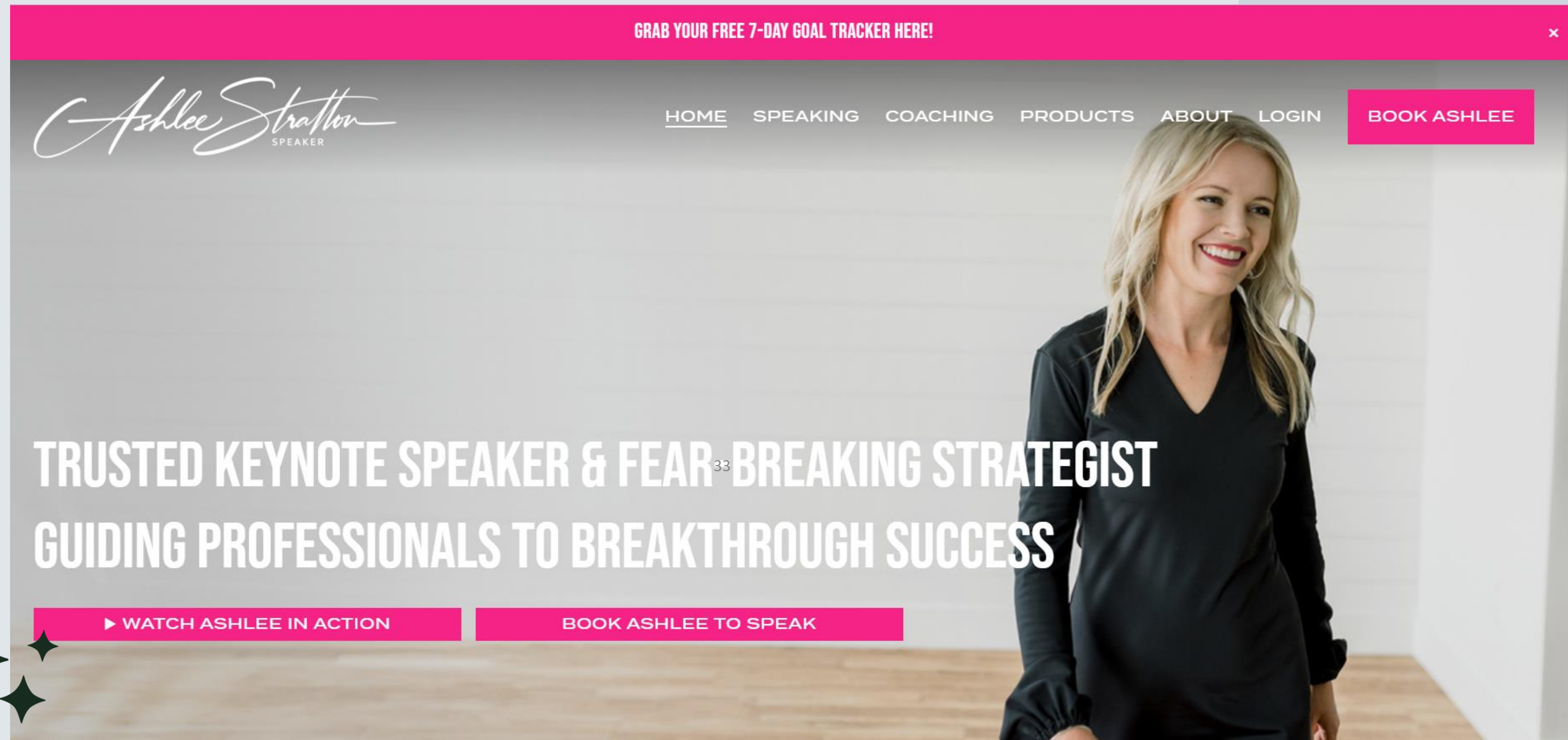


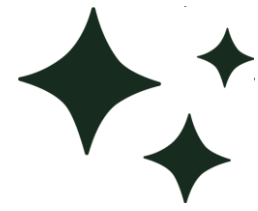
Examples: Website



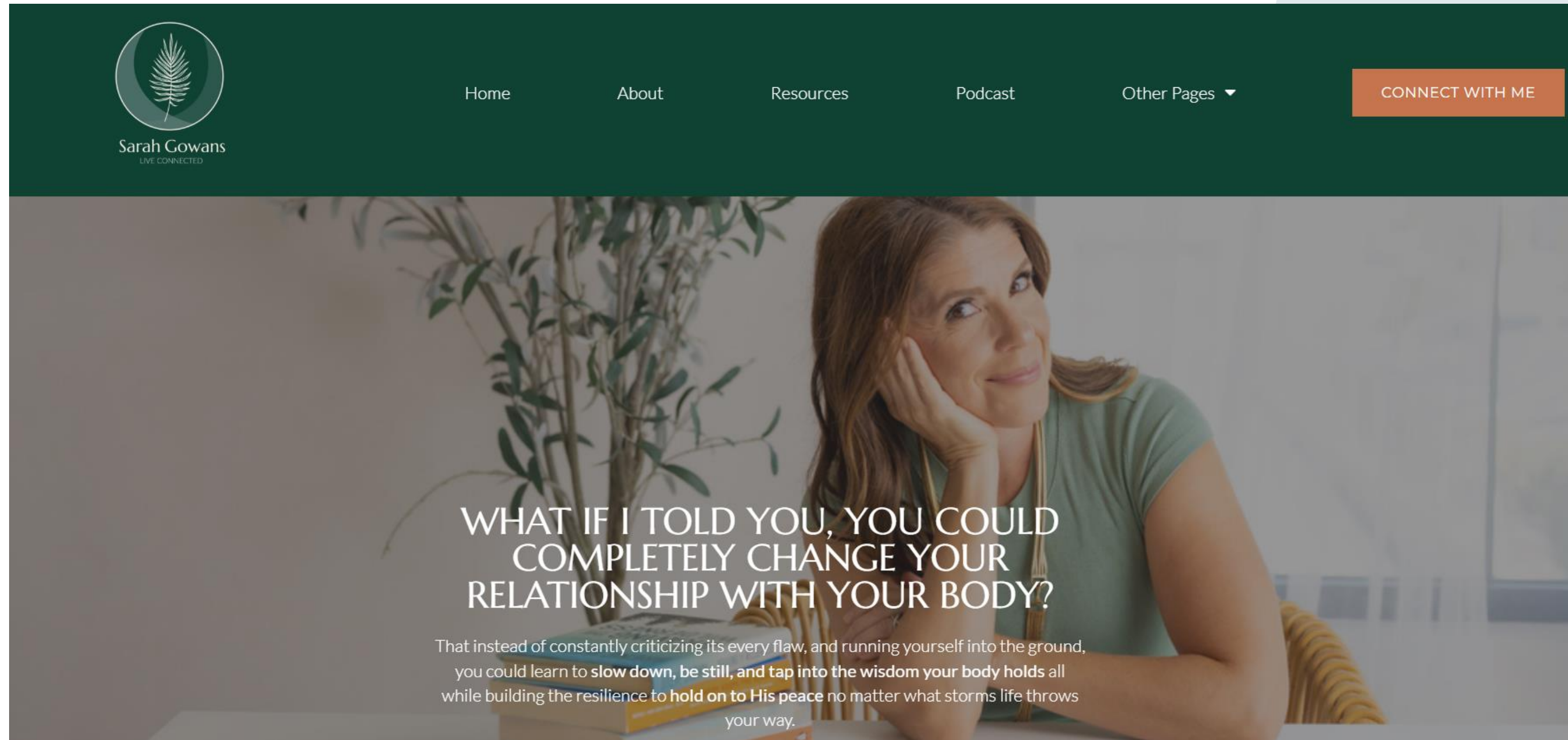
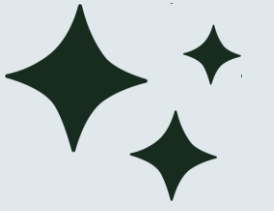


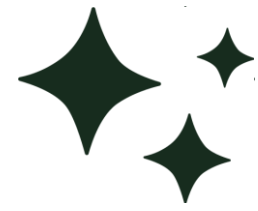
Examples: Website



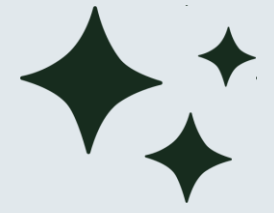


Examples: Website




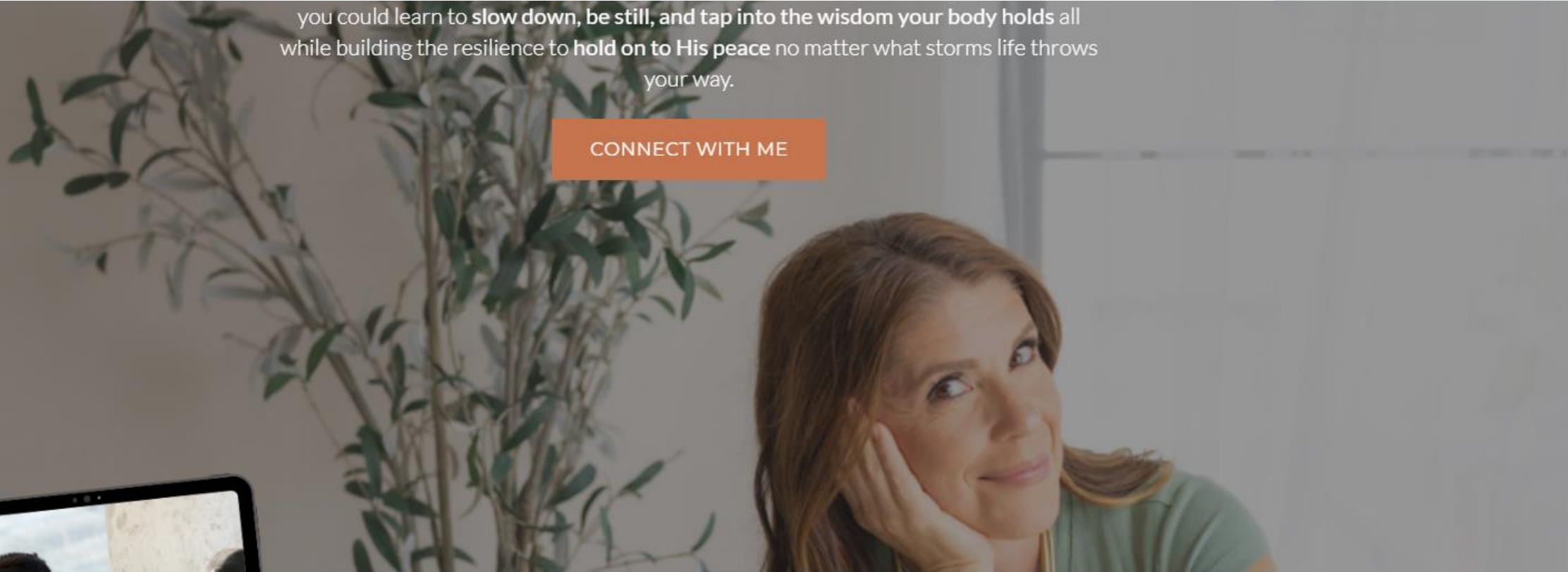


Examples: Website



you could learn to **slow down, be still,** and tap into the wisdom your body holds all while building the resilience to **hold on to His peace** no matter what storms life throws your way.

[CONNECT WITH ME](#)

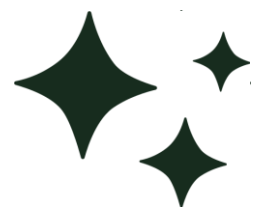


BODY IMAGE AFFIRMATION GUIDE

This guide will help you **shift** from feeling defined by how your body looks, to **connecting to the good** that your body does. Affirming, and rewiring for a healthier connection.

[SEND](#)





Examples: Website



NURTURE YOUR TRUE SELF AND
CONNECT TO YOUR BODY IN 3 EASY
STEPS



submit an application

Tell me about yourself!
By filling out the application, I get to understand your unique needs and how I can best support you on your journey.



schedule a call

Let's chat! After I review your application, I will invite you to book a call to ask questions, and I'll share some valuable tips to help you move forward with confidence.



join a workshop

Dive deeper with group support and education! My workshops offer a collaborative environment where you can gain insights and work through challenges together.

That's how easy it is to start living a more connected life!

START HERE



✦✦✦ Examples: Newsletter

Purpose Filled Women

Fulfilling our purposes by becoming Disciple Thought Leaders... for Him

Michelle

Ever feel like you've been struggling alone, and you need help to move forward at all?

Find out how Disciple Thought Leader, Angie Poulsen, took the next steps on her journey to help women and girls deal with the powerful effects of trauma.

From Angie: "I've been a member of the church my entire life, but I just went through the motions so people would accept me. Even my own family."

She offers truths about her journey that can help you with yours—a raw, real interview that will leave you with hope and determination!



PODCAST INTERVIEW

with
Angie Poulsen

Disciple Thought Leader,
Creator of "Be Real Be Still
For Him", Creates retreats
for women and girls to
Clear, Cleanse and Clarify
their lives

The graphic features a portrait of Angie Poulsen, a woman with long blonde hair, smiling. To the left of the portrait is a stylized audio waveform icon.



[Click Here](#)





Examples: Newsletter

[View in browser](#)

Purpose Filled Women

Fulfilling our purposes by becoming Disciple Thought Leaders. . . for Him

Michelle


Ever feel like you've been struggling alone, and you need help to move forward at all?

Find out how Disciple Thought Leader, Angie Poulsen, took the next steps on her journey to help women and girls deal with the powerful effects of trauma.


From Angie: "I've been a member of the church my entire life, but I just went through the motions so people would accept me. Even my own family."



✦✦ Examples: Newsletter




**PODCAST
INTERVIEW**



with
**Angie
Poulsen**

Disciple Thought Leader,
Creator of "Be Real Be Still
For Him", Creates retreats
for women and girls to
Clear, Cleanse and Clarify
their lives

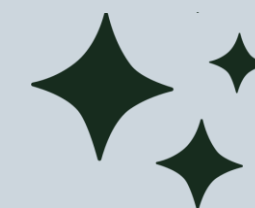
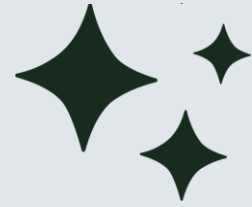


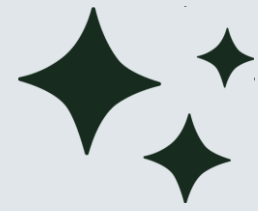
Click Here

All my best,



Examples: Book mark/flyer





Examples: Social Media

12:50 5GUC 70%

← iamnichelle... 🔒 🔔 ⋮

3,288 posts **246K** follow... **1,033** followi...

Instagram expert | social media strategy | Michelle Gifford

@iamnichellegifford

Next level social media strategy
⚡ 1,000's of students, millions of views

Join my coaching group for \$1! 🎉👉
Agency @mgiffordcreative
iamnichellegifford.com/growtheg...

Followed by
staciehwalton,
connie_sokol and 39 others

Foll... Message Email +

Black Friday Reel Love Tools Stories trai

Home Search Add Post Reels Profile

12:53 5GUC 70%

← Posts

iamnichellegifford 🔒

🎵 Jungle • Back On 74 (Sped Up V...

I've never met someone who couldn't use this shot list for their Instagram 📸
Get ready to screenshot

41

4,417 6,918 1,933

Home Search Add Post Reels Profile

12:50 5GUC 70%

← Reels

I've never met someone who couldn't use this shot list for their Instagram 📸
Get ready to screenshot

B-Roll for Every Niche

- Sitting down in an accent chair
- Walking down the street
- Running into the frame and jumping
- Timelapse of you cleaning something
- Looking left to right
- Shaking your head no
- Laughing
- Opening the front door
- Sipping on your favorite drink
- Picking something up
- Placing something on a shelf
- Putting up decor
- Getting in your car
- Going on a walk
- Leaves blowing in the wind
- Filling up a vase with flowers
- Making something to eat
- Showing your outfit
- Doing a physical activity
- Talking with a friend
- Picking up the camera and spinning
- Putting on sunglasses

iamnichellegifford 🔒

🎵 (p Version) Jung

How do small businesses have ...

Liked by connie_sokol and 4,416 others

4,417 6,918 1,933

Home Search Add Post Reels Profile

12:53 5GUC 70%

← Posts

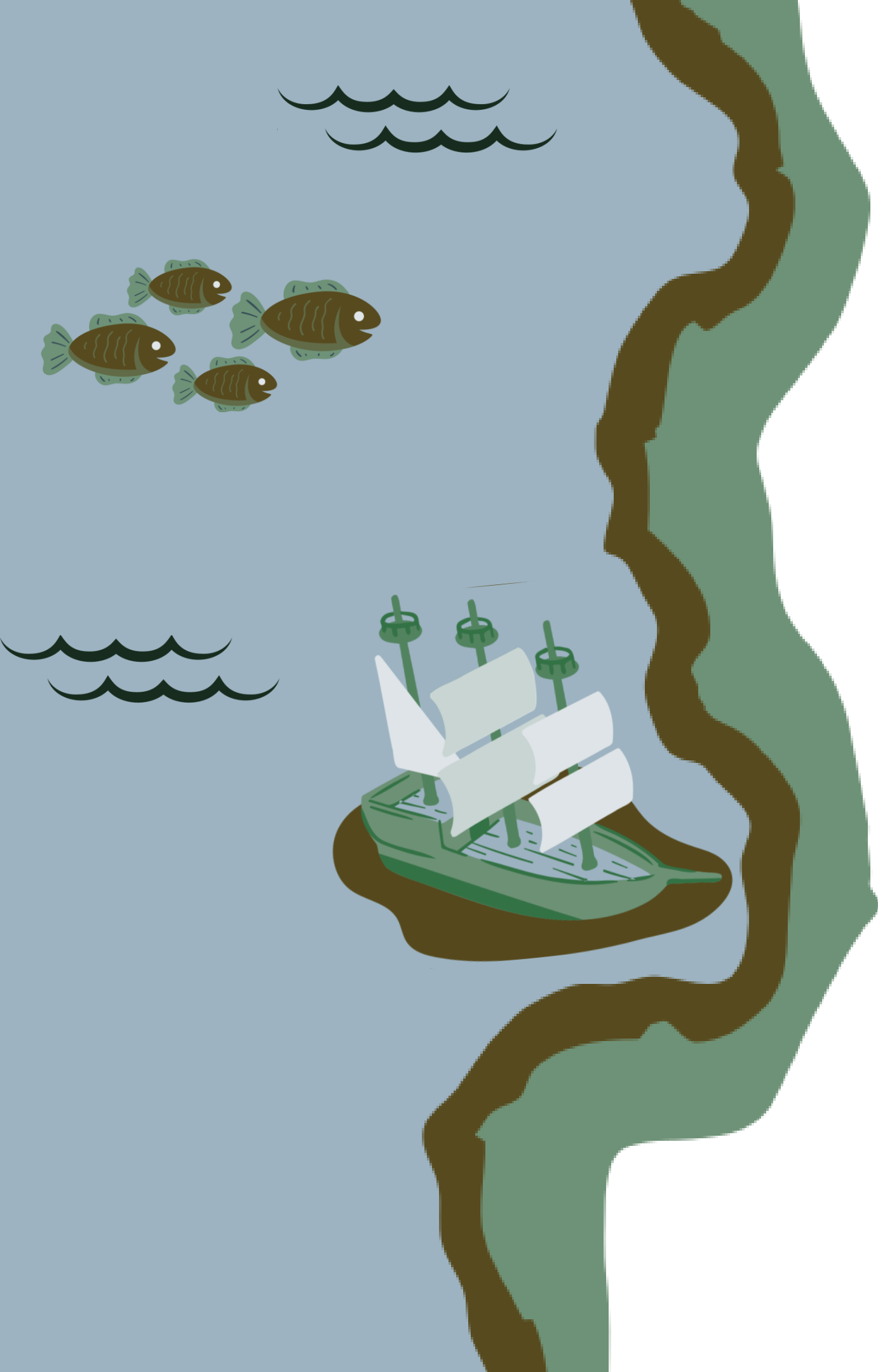
iamnichellegifford 🔒

🎵 Jungle • Back On 74 (Sped Up V...

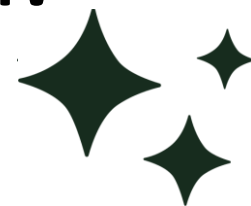
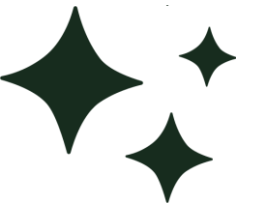
Comment "BROLL" for a list of 100+ more ideas

4,417 6,918 1,933

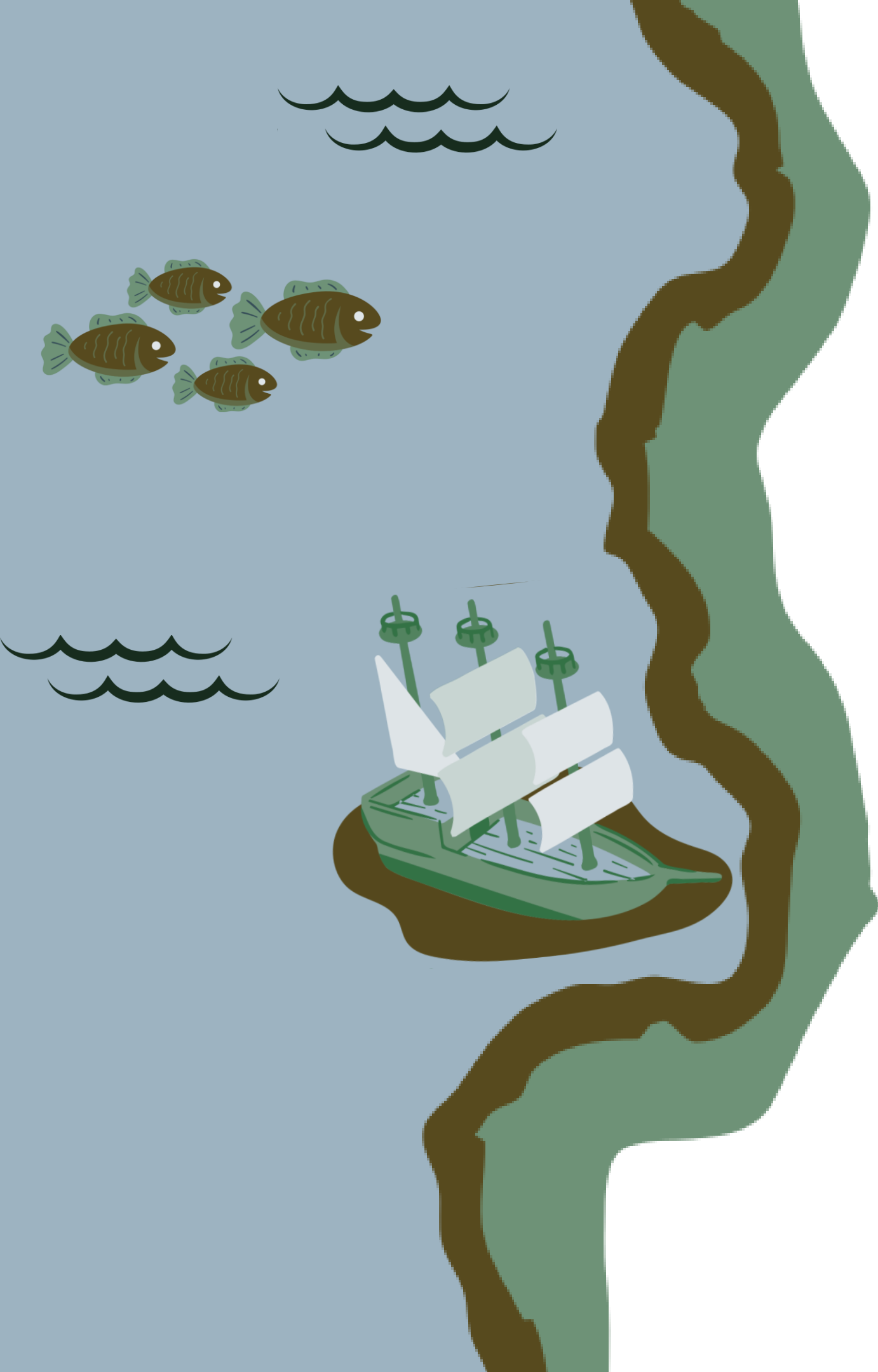
Home Search Add Post Reels Profile



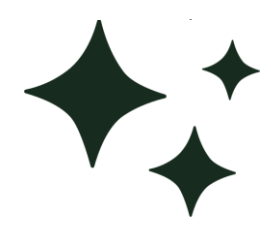
We have a responsibility and a challenge to take our places in the world of business, science, government, medicine, education, and **every other worthwhile and constructive vocation**. We have an obligation to train ⁴²... to excel in the work of the world for the blessing of all mankind.



President Gordon B. Hinckley



The Lord has a plan for you. He has blessed you with special gifts and talents that will allow you to become anything He desires you to become. You can fulfill your mission here on earth if you are diligent in seeking to understand and obey His will for you.



Self Reliance: Starting and Growing
Your Business, Chapter 9



Thank You for Coming



michelle.dennis.christensen@gmail.com



Author Michelle Dennis Christensen



Michelle Dennis Christensen

44



Scan for a
copy of my
slides

