

Marketing Storyline

Hero	<p>Your Ideal Client</p> <p>Needs to be the centre of your marketing story</p>	
Wants Something	<p>What exactly do they want from you?</p>	
Obstacles	<p>What are the problems you are solving for them?</p>	
Guide	<p>You / Your Business</p> <p>What makes you the best choice?</p>	
Leads on Path	<p>How does working with you fix their problem</p>	
Transformed Future	<p>How is their life / business better because they have worked with you?</p>	<i>External Problem(s) Solved and Internal Problem(s) Solved</i>
Call to Action	<p>How do they work with you?</p>	