

Compelling Story Guide

“Identify the Villains (Problems)”

What financial challenges and anxieties (problems) are your target clients/prospects experiencing?

Problem	Common Challenges & Desires	Who (Target Prospects)
CONCERNS <i>What concerns do your targets have about Banks in general?</i>		
CRIMES <i>What poor internal financial management practices are your targets demonstrating?</i>		
CRISIS <i>What external factors may impact your target's performance?</i>		

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“Be a Hero”

How can you save your target clients/prospects from their specific challenges and anxieties (see page 1)?

Problem	Your Specific Solutions	Story / Testimonials
CONCERNS		
CRIMES		
CRISIS		

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“Be a Hero”

Position yourself as a memorable hero for your target clients/prospects

What Are Your Super Powers?	What's Your Super Hero Name?
<i>What unique skills, behaviors and characteristics do you possess to help your targets?</i>	<i>Create a memorable name to help you remember your Super Powers.</i>
Communicating Your Compelling Story	
<p><i>The biggest challenges my customers face are</i></p> <p><i>My customers value me because</i></p>	