

THE

STORYBOARD

PROCESS



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THE STORYBOARD PROCESS

The most important element in any sales process is your client's story. Unfortunately, we all tend to focus on our own story instead.

When you think about your client's story, you can start providing value, and ultimately sell your services, based on your client's situation. Situation is the #1 reason people make a certain decision.

To get your ideal client to decide faster - and more often - to hire you and spend more money with you, you have to get them to know, like and trust you. All decisions happen in that order. Knowing your ideal client's situation will help shorten the time that it takes to **know, like and trust** you, which will in turn convert more people into clients that are not only ideal, but also raving fans of yours.

Understanding your ideal client's situation is the ultimate weapon in marketing. Storyboarding your ideal client's process will help you create the last marketing strategy you will ever need.

STEP #1

Identify Your Ideal Client

This is a person, NOT A DEMOGRAPHIC. You should have the person's EXACT age and occupation, and as much detail about their personal and professional life as possible.

STEP # 2

Understand Their Before and After State

The best marketing takes someone on a journey. We buy the “end result”, so it’s crucial to understand where your client is in their mental state and where you are going to take them.

Examples:

“As a criminal defense attorney, I am going to take you from having fear of going to jail, sleepless nights and an uncertain future to a place of freedom. You will no longer be looking over your shoulder. You will be free from hiding the shame of your arrest, have a better relationship with your wife and start planning for a future of success.”

“As a cosmetic dentist, I will take you from a place of being afraid to make a dentist appointment, ashamed to smile, and constant aching pain in your mouth to having a beautiful smile that helps you be more successful in your career and your love life.”

These are simple examples for demonstration. It’s a place to start, but more detailed “before” and “after” states will give you all you need for writing awesome marketing emails and creating website and video content that converts.

STEP #3

Get Out Some Index Cards and a Pen

There is storyboarding software available on the internet and I know you are (most likely) not an artist. To start, we want to keep it simple. Over time you can use awesome software or have someone draw the story panels. For now, I just want you to take the time to imagine the scene.

STEP #4

Draw Your First Panel

The first panel you draw will not always be the first panel in your story, but for now this is where we'll start. This scene is called "The Problem Arises." What is the problem your service or product fixes? How does that problem arise? Where is your ideal client? Who are they with? What time of day is it? How are they feeling? Draw the picture on one side of the index card and write a description on the back.

STEP #5

Draw Your Second Panel

The next scene is called “Look for Help.” Your ideal client searches for help and finds you. Where are they searching for help? Did they remember your ad? Do they look for referrals? Do they do a Google search and find your site? Think about this process, and how they find you. Draw a sketch on one side of the index card and write a description on the back.

STEP #6

Draw Your Third Panel

This scene is where the client hires you and is called “You Are the Solution.” Do they call you and hire you on the phone? Do they set an appointment and come into your office? If they are in your office, where are they sitting? What are they looking at? Like before, sketch out this scene and include a description on the back.

Congratulations, you have draw your first storyboard. How are you going to use it?

STEP #7

Look For Opportunities to Increase the Value You Provide at Each Scene

Your goal is to get your ideal client to know, like, and trust you. At each point, there should be an opportunity for a potential client to know, like, and trust you better. Make a list of where these points are, and what you can do to improve that relationship.

STEP #8

Where Will the Needle Move the Most? Start Executing There

If you are setting a lot of appointments only to have potential customers not show up, then you have to do a better job of getting the ideal client to like you in the second scene, “Look for Help.” This could mean creating more content around your story on your website, or maybe offering something valuable when they find you.

This could also mean identifying other potential scenes. Which brings us to the next step in the process.....

STEP #9

Additional Scenes

There are many things that happen to your client in before, during, and after the scenes you created on your storyboard. Each one of these is an opportunity to add value to your ideal client's life, in turn getting them to know, like, and trust you faster.

A perfect example is once someone hires you and leaves your office. Are you sending a follow up review of what happened? That will build **trust**. You could even “wow” them with a follow up phone call just to see how they are doing.

A client of mine, a dentist, does this regularly after each client visits his office. He creates raving fans with a simple 5 minute phone call.

Most people default to “more leads, more leads, more leads.” But clients who truly trust you cost less to maintain, spend more money on your services and refer more people to your business. That's just one way marketing to “additional scenes” will help grow your business rapidly.

This storyboard should be the point of reference for everyone in your company. It's easy for us to get sucked into thinking about our own day, rather than framing all our decisions to speak to our ideal clients. When everyone at your company looks at the storyboard, they will remember to see things from your ideal client's situation, improving every aspect of your business - along with supercharging your marketing.