

Action Guide

374: The one marketing communication framework product managers need to know

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Application Questions

1. What's one of your favorite stories? Can you identify all seven elements of a great story in it (character want, problem, guide, plan, call to action, failure, success)?
2. When has a story moved you to action? What made it effective?
3. How would it change your thinking if you considered your customer as the hero and your product as the guide?



Actions to Take

What to Do Now

- Identify the problem your product solves for your customer.
- Practice using the StoryBrand Framework for both marketing and internal communication with your team and other stakeholders.

What to Do Soon

- Write down the seven elements of a great story, and write a sentence or two related to your product for each one (character want, problem, guide, plan, call to action, failure, success).
- Put the seven elements into an explanatory paragraph or sales pitch.