

There are seven elements in the *Building a StoryBrand* framework, also known as the SB7 Framework by Donald Miller:

The SB7 Framework by Donald Miller:

1. **A Character:** The customer (not you) is the hero and has a problem.
2. **Has a Problem:** They face an external, internal, or philosophical problem.
3. **And Meets a Guide:** That's your business, the expert who can help.
4. **Who Gives Them a Plan:** You offer a simple process that leads to success.
5. **And Calls Them to Action:** You tell them exactly what to do next.
6. **That Helps Them Avoid Failure:** Paint the stakes. What happens if they don't act?
7. **And Ends in Success:** Paint the picture of what success looks like with your help.

Putting this into a template style form, we can build an ad-lib style exercise:

1. The Character:

Our customers are _____ [type of person]
who want _____ [desired outcome],
but _____ [what's standing in their way].

2. The Problem:

They're frustrated because _____ [internal frustration]
caused by _____ [external issue].
They believe _____
[philosophical truth – why this matters at a deeper level].

3. The Guide:

At _____ [your business name], we understand how hard it is to

[shared experience or empathy].
That's why we've helped _____ [social proof – # or types of people helped]
to _____ [result].

4. The Plan:

We make it simple:

1. _____ [Step One]
2. _____ [Step Two]
3. _____ [Step Three]

So, you can _____

[short version of success outcome]

5. The Call to Action:

Don't _____ [risk/failure].
Instead, _____
[Primary Call to Action (CTA) Schedule a Call / Get Started / Buy Now]

6. Avoiding Failure:

If you don't take action, you might end up _____
_____ [what's at stake].

7. Ending in Success:

But if you do, you'll _____
_____ [positive transformation].
You'll finally be able to _____