
STORY BRAND

Clarify Your Message So More Customers Engage

WHY a Story:

Storytellers in society open up worlds of possibility through words and imagery. **They allow us to connect to their journey and expand our own understanding of the world around us.** They allow our minds to explore and help us build images. (<https://www.owis.org/>)

Story Framework

Step One – A character

THE CUSTOMER IS THE HERO, NOT YOUR BRAND.

Step Two – Has a problem.

COMPANIES TEND TO SEE SOLUTIONS TO EXTERNAL PROBLEMS, BUT CUSTOMERS BUY SOLUTIONS TO INTERNAL PROBLEMS.

Step Three – And meets a guide!

CUSTOMERS AREN'T LOOKING FOR ANOTHER HERO; THEY'RE LOOKING FOR A GUIDE!

Step Four-Who gives them a plan.

CUSTOMERS TRUST A GUIDE WHO HAS A PLAN.

Step Five – And calls them to action.

CUSTOMERS DO NOT TAKE ACTION UNLESS THEY ARE CALLED TO ACTION.

Step Six – What will happen if not followed, that helps them avoid failure

EVERY HUMAN BEING IS TRYING TO AVOID A TRAGIC ENDING.

Step Seven – Vision for future, and ends in success.

NEVER ASSUME PEOPLE UNDERSTAND HOW YOUR BRAND CAN CHANGE THEIR LIVES. TELL THEM.

Story ONE-Liner

1. Identify your **customer's problem**
2. Explain your **plan to help them**.
3. Describe a **successful** ending to their story

Examples:

- “Does your business struggle to design products that sell well?
At REFRAME we have a strategic process that helps you create relevant products, so your company can start growing again.”
- You want to make products that express your brand and vision.
We have a user-centric process that helps you develop a compelling brand, so you can build sustainable products that make a profit and positively transform your brand.
- We create positive emotional experiences through the objects we design for people. At reframe.ch we believe that you have an opportunity to develop better-designed, more sustainable, higher quality products, that make a profit and your customers will love.
- Most companies are mediocre and vanilla. And struggle with growing. REFRAME has a proven process to design positive emotional experiences for people for companies to be outstanding and find their flavor.

BOOKS to read:

- **Building a StoryBrand** by Donald Miller [link](#)
- **Hooked** by Nir Eyal [link](#)

BONUS:

Hook model by Nir Eyal:

[link](#)

The Hook



1. Trigger

The trigger is the actuator of a behavior—the spark plug in the Hook Model. [Triggers](#) come in two types: external and internal. Habit-forming technologies start by alerting users with external triggers like an email, a link on a web site, or the app icon on a phone. By cycling continuously through these hooks, users begin to form associations with internal triggers, which become attached to existing behaviors and emotions. Soon users are internally triggered every time they feel a certain way. The internal trigger becomes part of their routine behavior and the habit is formed.

For example, suppose Barbra, a young lady in Pennsylvania, happens to see a photo in her Facebook news feed taken by a family member from [a rural part of the state](#). It's a lovely photo and since she's planning a trip there with her brother Johnny, the trigger intrigues her.

2. Action

After the trigger comes the intended action. Here, companies leverage two pulleys of human behavior – [motivation and ability](#). To increase the odds of a user taking the intended action, the behavior designer makes the action as easy as possible, while simultaneously boosting the user's motivation. This phase of the Hook draws upon the art and science of usability design to ensure that the user acts the way the designer intends.

3. Variable Reward

What separates Hooks from a plain vanilla feedback loop is their ability to create wanting in the user. Feedback loops are all around us, but predictable ones don't create desire. The predictable response of your fridge light turning on when you open the door doesn't drive you to keep opening it again and again. However, add some variability to the mix—say a different treat magically appears in your fridge every time you open it—and voila, intrigue is created. You'll be opening that door like a lab animal in a [Skinner box](#).

Variable schedules of rewards are one of the most powerful tools that companies use to hook users. Research shows that levels of dopamine surge when the brain is expecting a reward, just [ask any primate](#). Introducing variability multiplies the effect, creating a frenzied hunting state, activating the parts

associated with wanting and desire. Although classic examples include slot machines and lotteries, variable rewards are prevalent in habit-forming technologies as well.

4. Investment

The last phase of the Hook is where the user is asked to do bit of work. This phase has two goals as far as the behavior engineer is concerned. The first is to increase the odds that the user will make another pass through the Hook when presented with the next trigger. Second, now that the user's brain is swimming in dopamine from the anticipation of reward in the previous phase, it's time to pay some bills. The investment generally comes in the form of asking the user to give some combination of time, data, effort, social capital, or money.

But unlike a sales funnel, which has a set endpoint, the investment phase isn't about consumers opening up their wallets and moving on with their day. The investment implies an action that improves the service for the next go-around. Inviting friends, stating preferences, building virtual assets, and learning to use new features are all commitments that improve the service for the user. These [investments](#) can be leveraged to make the trigger more engaging, the action easier, and the reward more exciting with every pass through the Hook.

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