

The Brand Story

MATRIX

OVERVIEW

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WHY THIS MATTERS

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1

The BIG Idea: THEY'RE THE HERO, YOU'RE THE GUIDE

The mistake almost every business makes is casting themselves as the hero ("we're award-winning, family-owned since 1998"). Flip it. **Your customer is the hero. You're the guide who helps them win.** Every strong message follows the same shape: a customer with a problem meets a guide who has a plan, calls them to act, and helps them succeed.



2

Build Your Story

Picture **one real customer** (not "small businesses," one person). Name them and what they want.

Then answer six prompts, one line each:

1. THE PROBLEM | What problem do you solve, and how does it make them feel? (external problem + the internal frustration underneath)
2. THE GUIDE (you) | Why can they trust you? One line of empathy + one proof point.
3. THE PLAN | Your roadmap to solve their problem, and 3 simple steps to work with you.
4. THE CALL | The ONE thing you want them to do next.
5. SUCCESS | What their life looks like after they choose you.
6. WHAT THEY FIND | The pain you help them escape.

3

Assemble Your One-Liner

We help _____ (Customer) who _____ (problem/feeling). We _____ (what you do) so they can _____ (success).



A finished example (plumber): “We help Augusta homeowners with a plumbing emergency who are dreading an overpriced fix. We send a licensed plumber same-day with upfront pricing, so they can get it fixed right the first time, without the anxiety.”

4

Put It Everywhere

A one-liner is only powerful if people actually see it. Once yours is sharp, paste it into every place a customer meets you, and watch your other marketing levers convert better:



Your Google Business Profile description



Your Google & Meta ad headline



Your website header



Your team's phone greeting & quotes

Want It Done For You?

Clarity sounds simple, but saying less and saying it right is the hardest thing in marketing. If you'd rather have your message, your visibility, and your reviews run as one system, that's what we do at Fencepost. We make local growth inevitable for home-service businesses.

let's chat!



Schedule a consult by reaching out to me at ross@fencepost.co or visiting our website at fencepost.co.