



Digital Consultants

Clarify Your Message with StoryBrand

Framework from Storybrand by Donald Miller



The Power of Storytelling

WHAT IS STORYBRAND MESSAGING?



**A FRAMEWORK TO
CLARIFY YOUR
MESSAGE**



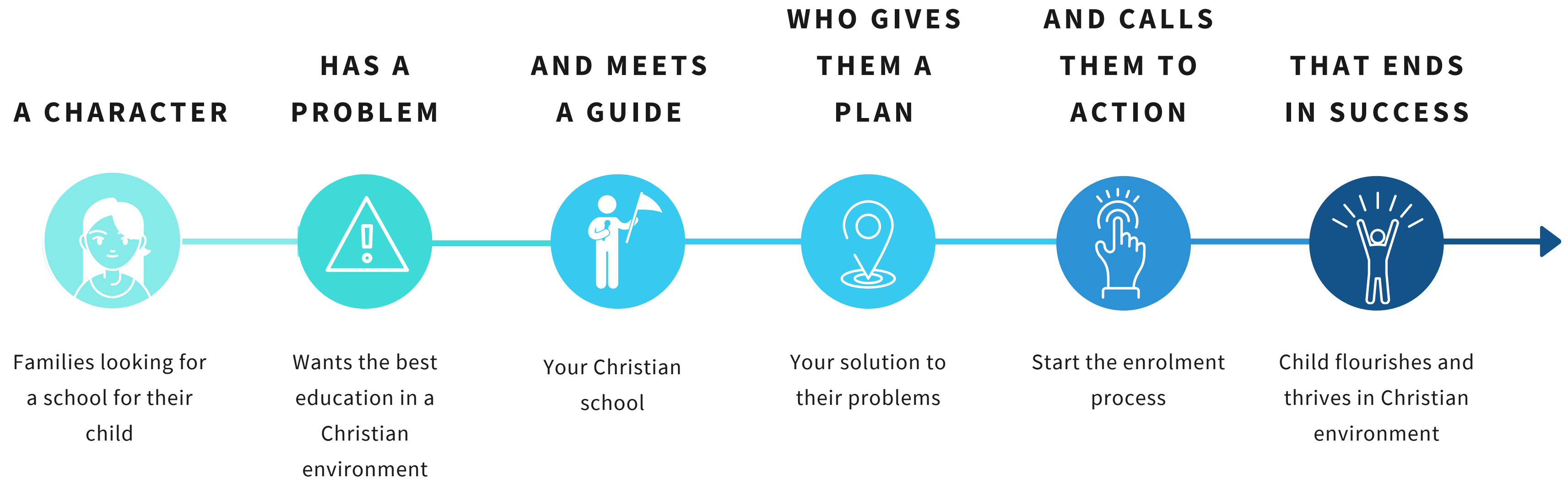
**HAS BEEN GETTING
AND KEEPING
PEOPLES
ATTENTION FOR
THOUSANDS OF
YEARS**



**A POWERFUL
FORMULA TO GET
ATTENTION FOR
YOUR CHRISTIAN
SCHOOL**

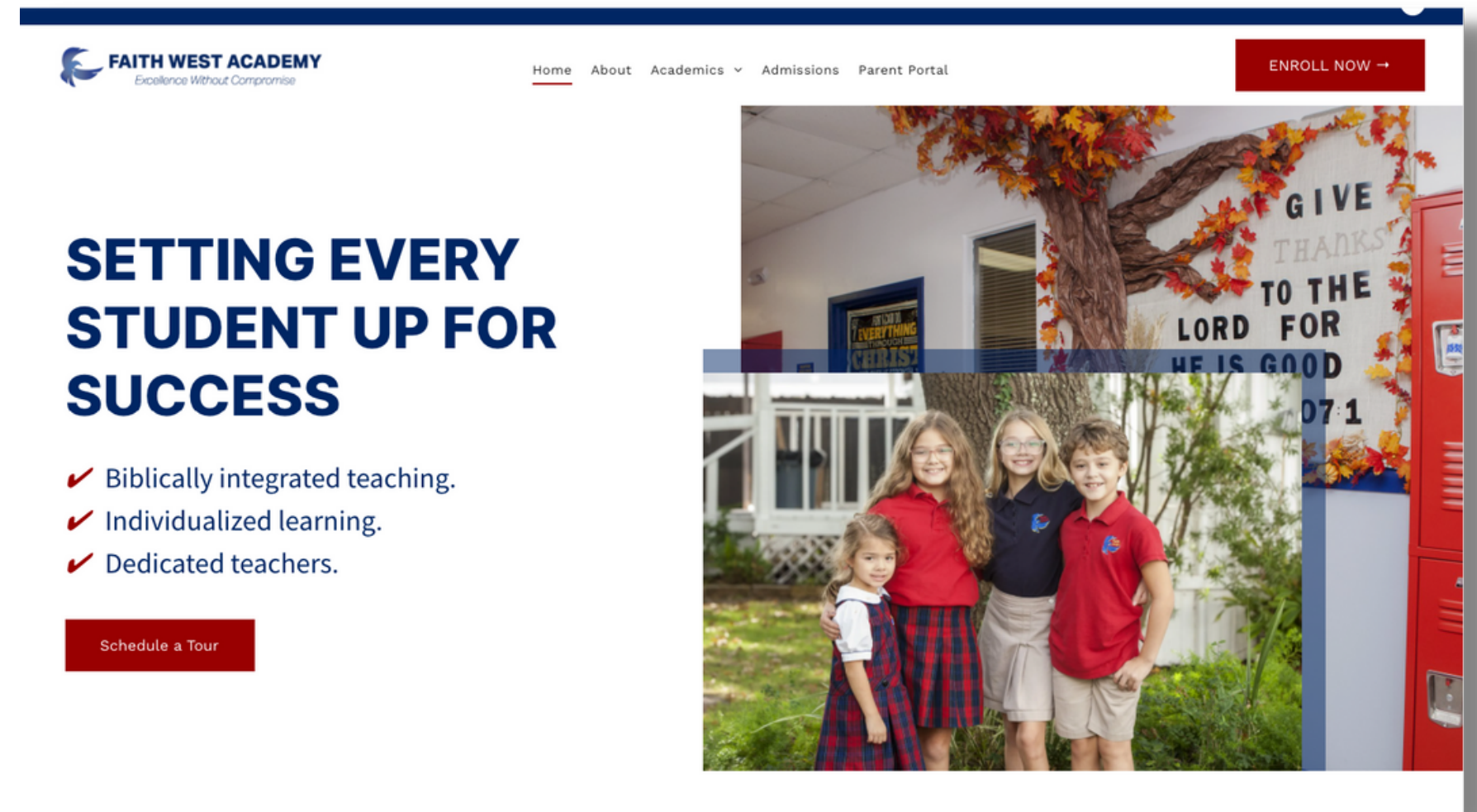
GENERAL IDEA OF STORY

Every classic story follows a similar format:



WHY IS STORYTELLING IMPORTANT?

- 1 What do you do?
- 2 How do you make their life better?
- 3 Why should they send their kids to your school instead of somewhere else?



THE DISASTROUS RESULTS OF NOT CONVEYING A CLEAR AND COMPELLING MESSAGE

Potential families will:



GET CONFUSED



LOSE INTEREST



GO ELSEWHERE

HOW TO TELL A STORY THAT GETS PEOPLE TO LISTEN



Invite parents into a story



They are the hero, not you.



Your role is to guide them successfully through their challenges

THE STORYBRAND FRAMEWORK



A CHARACTER OR "HERO"

Centre your story on the hero
and what they want.





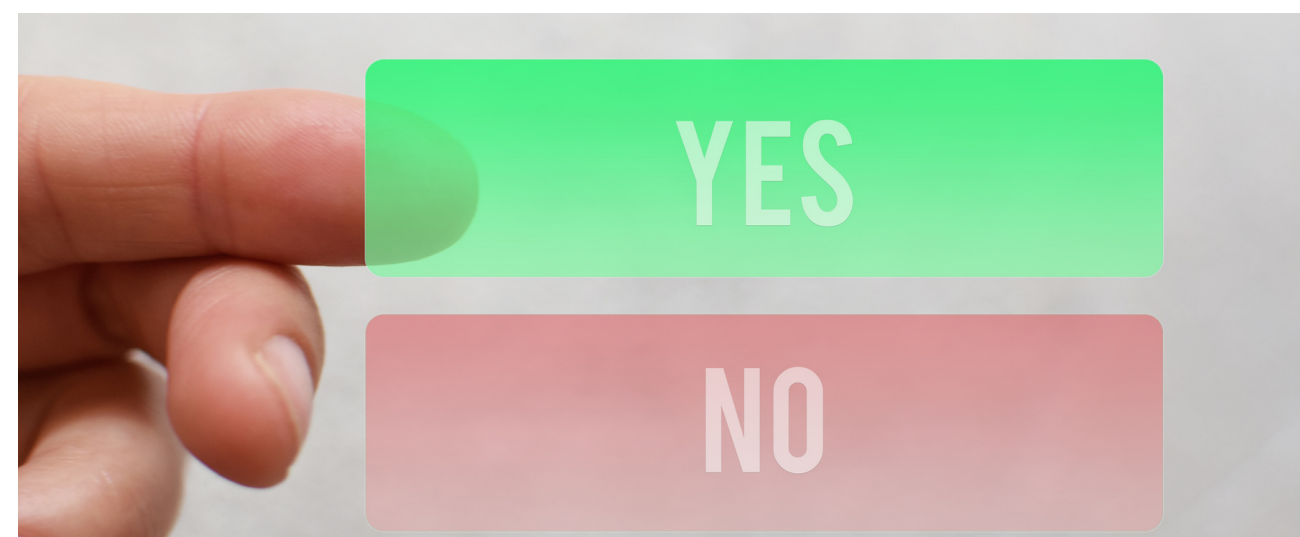
HAS A PROBLEM

the problems and issues that parents are struggling with, and the unwanted feelings that come with that.

AND MEETS A GUIDE

You are the guide. Focus on how you solve the hero's problems. Show empathy and authority.





WHO GIVES THEM A PLAN

Use a simple, 3-step plan that makes it easy for your parents to say "YES" right away.

OUR REGISTRATION PROCESS

01

SCHEDULE A VISIT

[Schedule a Tour](#)

02

APPLY

[Submit an Application](#)

03

**BECOME PART OF THE
FAITH WEST FAMILY**

Watch your child flourish in a
Christ-centered environment

AND CALLS THEM TO ACTION

- Make it clear what you want your parents to do
- Repeat throughout website



Take Action Now!

DIRECT CALL TO ACTION



Stouffville
Christian
School

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Educational Excellence to the Glory of God

Stouffville Christian School offers high quality Christ-centred education and Biblical training for life from JK to grade 8

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TRANSITIONAL CALL TO ACTION

9 BENEFITS OF CHRISTIAN EDUCATION

There are many benefits to having a child educated in a Christian school. Download our **FREE** pdf to discover 9 of these benefits.

Name

Email

Submit





THAT ENDS IN SUCCESS

- Paint a clear vision of the future
- Use words and pictures

AND HELPS THEM AVOID FAILURE

Remind the Hero of what happens if they fail, if they don't choose you as their Guide.



ASK YOURSELF THESE 5 QUESTIONS IN YOUR MESSAGING



Who is your target audience and what do they want?



What are your parents' problems?



What do you want your parents to do?



What is their ultimate end goal?



What are the stakes?



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Thank you!

Contact us if there are any questions.



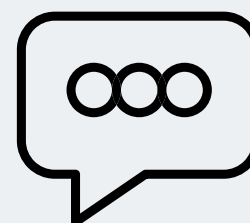
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