



3

SKILLS
EVERY
MARKETING
CONSULTANT (NINJA)
SHOULD
HAVE

STORY
BRAND

STAND OUT AS A MARKETER

Most companies know that working with design agencies, web-designers and ad agencies are a necessary evil. The revolving door of outside marketers that come through their office could power a generator that keeps the lights on. Still, they know they can't do it on their own.

So how do you become the marketing consultant, ad agency or design firm every company loves? How do you distance yourself from the time-wasters?

At StoryBrand, we work with over 10,000 businesses every year. We help these companies clarify their message through our books, online workshops and live events. And when companies leave us, they're all looking for somebody to overhaul their marketing.

We are VERY careful who we send them to. In fact, we even have a directory of approved individuals and agencies at clarifyyourmessage.com. Because of our strong recommendations, these marketers are viewed as knowledgeable experts in creating marketing that gets results.

What do the people we approve have in common?

Other than being extremely talented, they all come to the table with the 3 basic skills that follow.

SKILL 1:

They understand and can execute a proven framework and plan.

Companies can smell when you're winging it. Ideas and strategies only go so far as a consultant. If you can't quickly prove that you have a framework to follow and a plan that works, your clients won't trust you.

Your clients want you to execute a proven plan that has worked for other clients (and want you to be able to prove it). They want the plan to make sense to them right away. As a great marketing consultant, it's your job to provide your clients with an obvious plan that, for whatever reason, they've never thought of.

Remember, they are about to write you a giant check, and they've written plenty of giant checks before that got them nothing. Your initial pitch must make sense. They should know immediately that the plan you propose will accomplish their goals and drive major growth for their bottom line. Plus, if you can use a repeatable formula in your work with clients, it will ensure you deliver marketing advice that will always get results, regardless of the fads in the ever evolving marketing industry.

So, what's your plan? Are you able to explain that plan in an initial meeting with a client in such a way they want to get started right away? Can you provide examples of past clients who have implemented this same plan and seen results? If not, we can help. As a *StoryBrand Certified Guide*, you get exclusive rights to use the *StoryBrand Framework* in your marketing plan with clients. Visit www.storybrand.com/guide to apply today.

SKILL 2:

They deliver results rather than just marketing collateral.

Businesses are looking for marketing consultants who understand the bottom line is all that matters. They can tell the difference between an “artist” from an expert from a mile away. You know, the guy who will make them a beautiful website that gets absolutely no sales. More and more, businesses want you to be able to promise that whatever you build for them will get more leads and close more deals. And they need you to prove it to them from the very beginning of your relationship.

Savvy marketers get this. They know that creative ad campaigns and fancy Instagram strategies are not what’s going to drive growth to their bottom line. What savvy marketers have is a results-driven strategy that will help their clients accomplish more of their business goals. Businesses need more leads and to close more sales. Creativity isn’t what’s going to get them there. Great marketing consultants know this.

At StoryBrand, we teach our marketing consultants how to create sales funnels. We call this sales funnel the *StoryBrand Marketing Roadmap* and it’s actually quite simple. The *StoryBrand Marketing Roadmap* consists of:

- A website with a clear message
- A lead-generator that gets email addresses
- An email sequence that onramps customers
- A sales email that makes phones ring and closes sales
- Customer testimonials that actually sell products

Each element of our sales funnel involves specific formulas that are proven to work. This sales funnel isn't just an idea or a concept. It's a proven plan that will result in a significant uptick in engagement and revenue for your clients. It's the exact formula we used to grow our business from \$250k to \$6 million without spending a cent on advertising.

Great marketers know that high advertising spend and lots of marketing dollars don't translate into results. They know that a fancy website and intricate social media campaign isn't what's going to double or triple revenue. They deliver results through proven formulas that drive significant growth for their clients' businesses.

If you want to learn how to either create one of these sales funnels or consult with a company to help them find outside writers and web designers to execute a Roadmap of their own, get certified by StoryBrand at StoryBrand.com/guide.

SKILL 3:

They Utilize Resources and Community to Help Scale Their Business

Most marketers struggle to scale their business because they're frantically creating mountains of content while also trying to master every aspect of effective marketing. Even if they manage to do that, they don't always feel confident that their advice to clients will work.

What would your life look like if you had a steady stream of resources that you could deliver straight to clients? What if those resources were proven to get results and increase your value?

Our Certified Guides have exclusive access to materials created by StoryBrand that have already helped over 10,000 businesses grow. Partnering with StoryBrand instantly strengthens your credibility, and gives you a competitive edge over consultants who just throw marketing spaghetti against the wall and hope that it sticks.

Something else the best marketers do--they surround themselves with other great marketers that know how to scale a business. StoryBrand Guides have exclusive access to our Guide community that's filled with knowledgeable experts who are also passionate about growing their business and serving their clients.

The fact is, clients can smell a "one-person shop" from a mile away. By tapping into our Guide community, you'll have an entire team providing you with valuable resources and expert insights to help you become the marketing consultant everybody wants.

If you're ready to separate yourself from all of the other marketers out there, you need a community supporting you. The marketers that understand this are the ones who stopped chasing leads long ago, because they have a book of clients who understand their value and pay higher rates for their services.

Apply to join our community of Guides at **StoryBrand.com/Guide**

Building a business as a great marketing coach doesn't have to be stressful.

Apply to become a StoryBrand Certified Guide and scale your business into the career of your dreams.

As a Certified Guide, you'll earn more money, join a community built to help you succeed, and become a sought-after marketing expert. We hope you'll join us at our next training.

APPLY NOW

storybrand.com/guide

How to become a *StoryBrand Certified Guide*:

1. Fill out the application online at storybrand.com/guide.
2. Schedule your interview with one of our StoryBrand team members to discuss details of training and licensing.
3. Attend a training and become the marketing consultant everyone wants.

FAQ:

1. How do I make my money back?

When you become a Guide we teach you to create marketing materials. Each of these pieces of marketing should be seen as a product. You can sell these products individually, as a package, or with ongoing consulting through a monthly retainer. Here are the approximate values of each product:

- Wire-frame a website (\$1,000 to \$2,500)
- Write a lead-generating PDF (\$1,500 to \$2,500)
- Write an automated email campaign (\$1,500 to \$2,500)
- Generate a marketing assessment (\$500)
- Act as marketing coach to a client (\$500 to \$1,000 per month)
- Perform a Marketing Strategy Session (\$2,500 to \$5,000+)
- Hourly rate (\$100 to \$300)

In addition to selling each piece of marketing material as an individual product, you also have exclusive rights to sell StoryBrand workshops and courses. You get a 20% commission on all products under \$5k and a 10% commission on all products over \$5k. The actual commissions are broken down as follows.

2. Is there a payment plan?

Yes. We'll work with you to figure out a custom payment plan that works best for your specific situation. A deposit is required to reserve your spot, and the cost must be paid in full prior to the training event you attend.

3. What kind of people make the best guides?

The *StoryBrand Certified Guide Program* is in large part a copywriting program. Most people can learn to be a good copywriter, but some can't. You will improve greatly because of the certification and ongoing training, but there are those who simply aren't good and this course can't change that. If you feel relatively competent in your writing ability, we can get you there. But if you know this is an area of struggle, you may not succeed as a copywriter.

Still, completing certification will help you become a good marketing coach. It will equip you to deliver excellent marketing advice that will get results for your clients. Many Guides hire *StoryBrand Certified Copywriters* to actually create the material and they essentially act as brokers. So there's still value in becoming a Guide even if you don't want to do the execution piece yourself.

5. What do I get with Guide Certification?

You'll get \$6,500 worth of StoryBrand products immediately when you register for a training. You don't have to wait to get certified to dive into the material, you can start right away. You'll start learning immediately and the more you study before coming to the certification, the more you'll get out of it. A breakdown of what you get is below:

- 2-Day Live StoryBrand "Clarify Your Message" Workshop (\$2,995)
- 2-Day Live StoryBrand Guide Certification Workshop
- Online StoryBrand Marketing Workshop (\$1,495)
- Online StoryBrand Marketing Roadmap Workshop (\$1,995)
- Pro Version of the StoryBrand Online BrandScript (\$19.95 per month)
- Interactive time in the classroom with Don and other facilitators
- Warm leads through the directory at clarifyyourmessage.com
- Ongoing training through the exclusive resource library
- Group coaching

APPLY TODAY

StoryBrand.com/Guide

