



CHANNELPRO LIVE! 2025

StoryBrand: How to Clarify Your Message So Customers Will Listen

FOR MSPS | MAY 13-14, 2025



BigOrange.Marketing
A Content & Inbound Marketing Agency

Today's Agenda

Who We Are

What Is StoryBrand?

StoryBrand Framework 7

Elements

...As a Workshop

StoryBrand Website

Components

Freebies: StoryBrand Website

Checklist!



Today's Webinar

- 15+ Years Marketing
- Dozens of Clients Win Millions in Business
- HubSpot Partner
- StoryBrand Certified



Margee Moore
CEO and Digital Strategist



Janice Weiser
Chief Content Officer



Paula Rae Forastiero
Development Director



Emelia Pitlick
Project Management
Director



Understanding StoryBrand Basics

Let Me Tell You a Story

Administrator Annie is having a rough day. Her boss's computer just got hacked and he is on the road. She logs a ticket to her Managed Services firm and prepares to wait. Meanwhile, the sales department can't do their work because their systems are slow. She logs another ticket and prepares to wait some more. This isn't her first disappointment from her current MSP firm. She turns to her own computer and starts to Google new firms...



Your Busy Brain

1. Survive and Thrive
2. Conserve Calories



What Is StoryBrand?

**"Story is a sense making device
for our busy brains."**



StoryBrand Principles

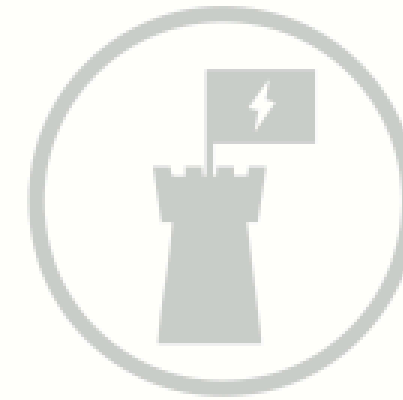
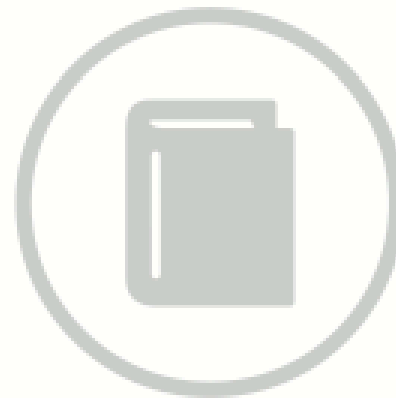
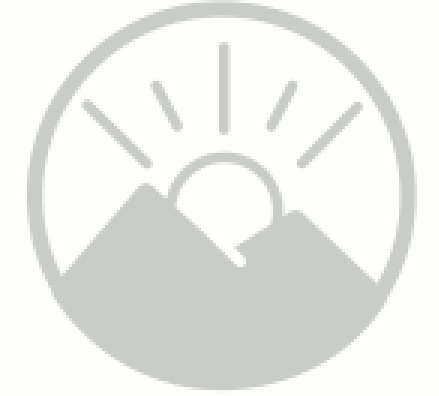
You confuse you lose.

*The customer is the hero
of the story, you are the
guide. (Think Yoda)*



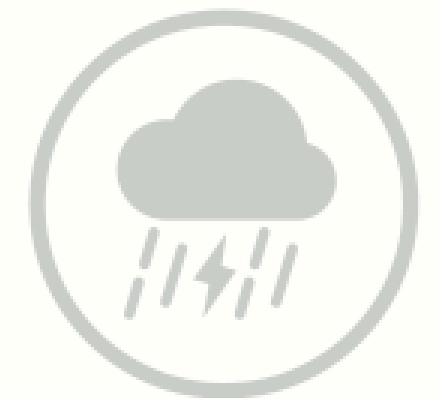
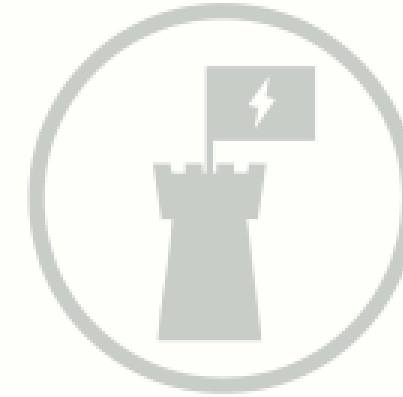
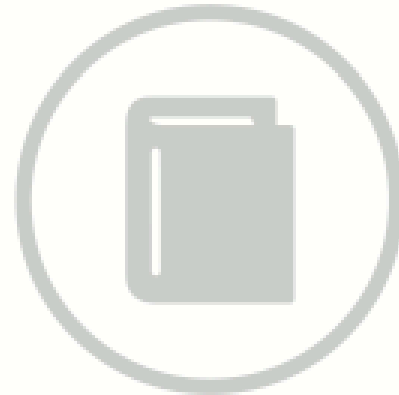
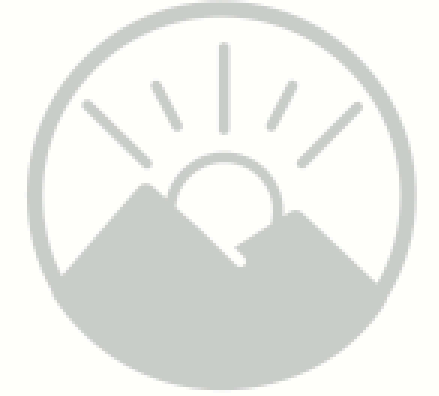
What Is StoryBrand?

**The StoryBrand
7-Part Framework
And
Every Story Ever Told**



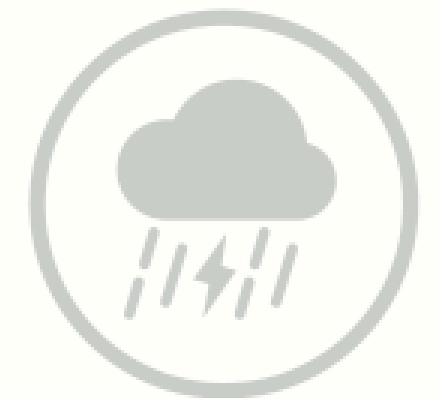
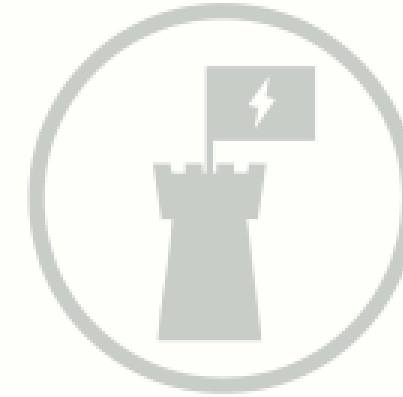
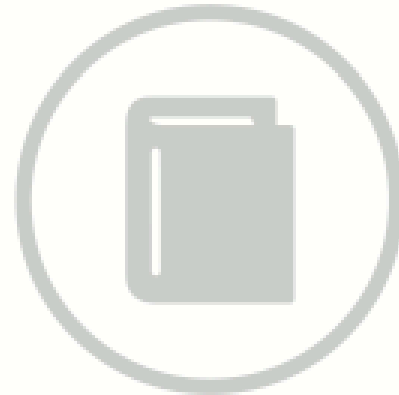
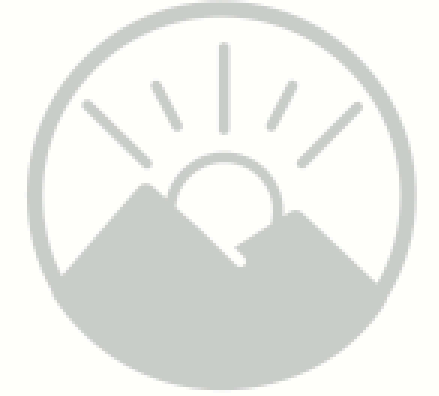
The StoryBrand Messaging Filter

A CHARACTER



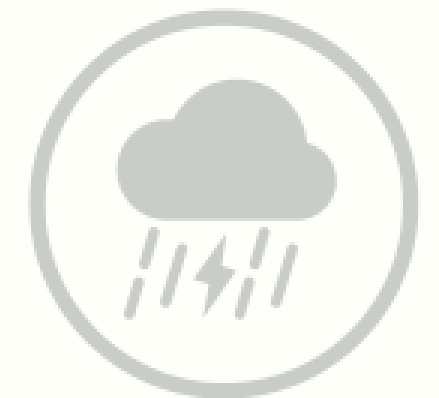
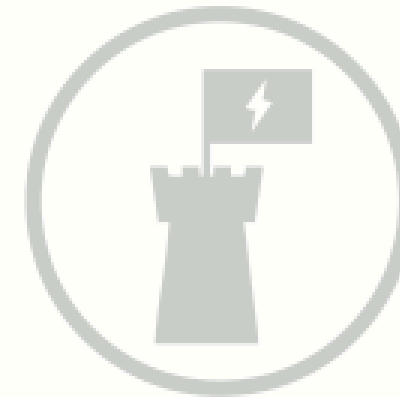
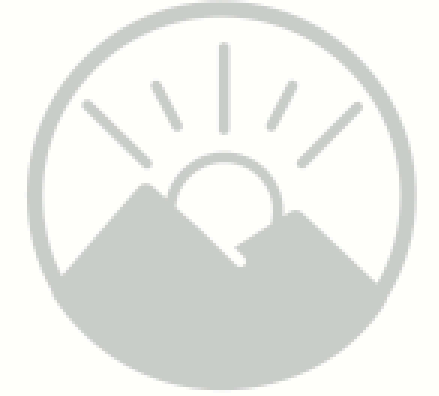
The StoryBrand Messaging Filter

A CHARACTER



The StoryBrand Messaging Filter

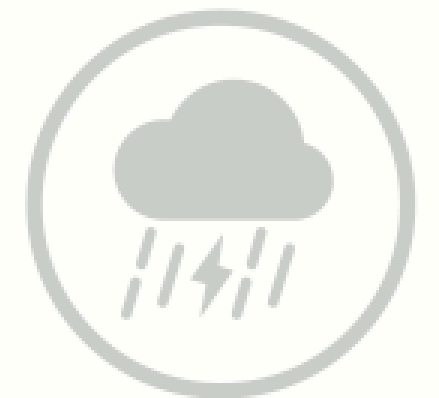
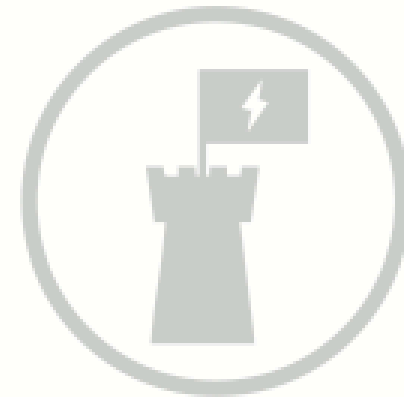
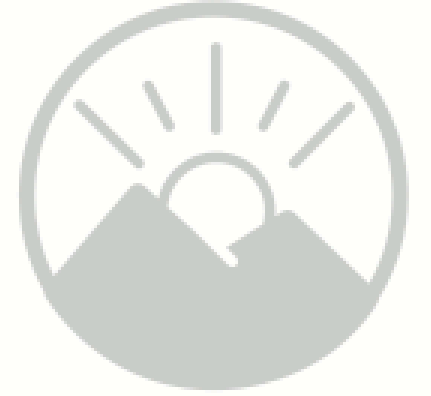
A CHARACTER



The StoryBrand Messaging Filter



A CHARACTER



The StoryBrand Messaging Filter

A CHARACTER



The StoryBrand Messaging Filter



StoryBrand Marketing Principle 1

When you **agitate a customer's desire**, they enter into the story your brand is telling.



A CHARACTER

What do they want?



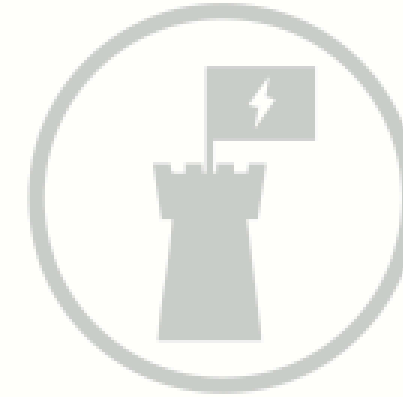
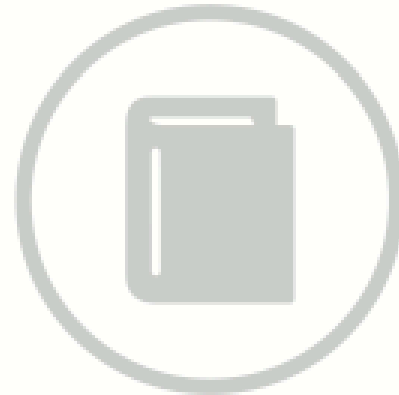
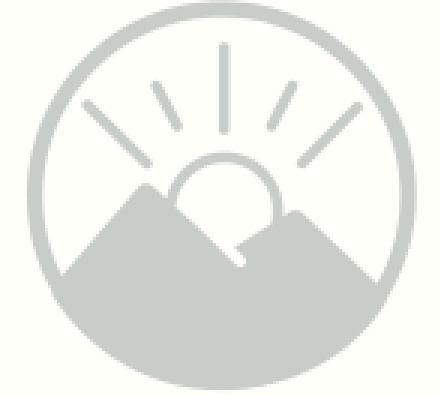
StoryBrand Marketing Principle 2

If you stop talking about your **customers' problems**, they stop paying attention to your brand.

A CHARACTER



WITH A PROBLEM



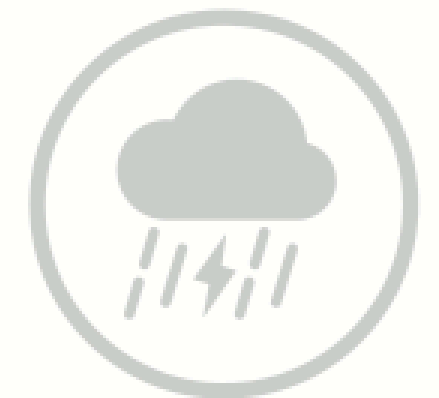
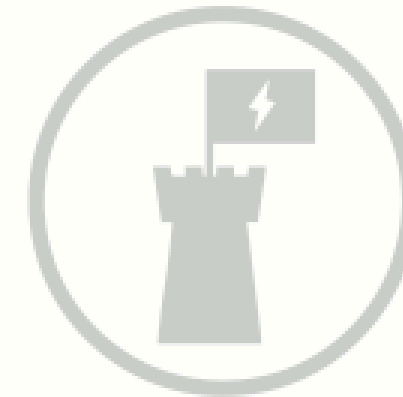
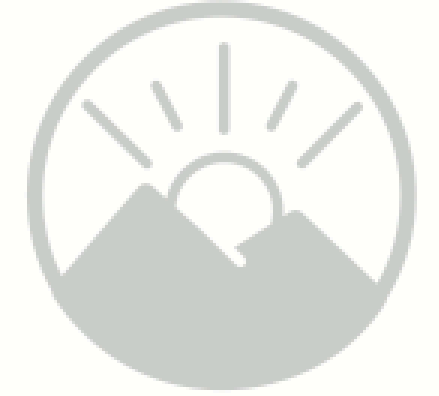
The StoryBrand Messaging Filter

A CHARACTER



WITH A PROBLEM

The StoryBrand Messaging Filter



A CHARACTER



WITH A PROBLEM

The StoryBrand Messaging Filter





WITH A
PROBLEM

External

Internal

Philosophical

A shadow of a person in a dynamic pose, possibly a dancer or athlete, is cast onto a textured, light-colored wall. The shadow is dark and elongated, with the figure's arms raised and legs in a wide stance. The background is a solid dark gray.

StoryBrand Marketing Principle 3

Your **customer** is the **hero** of the story, not your brand.

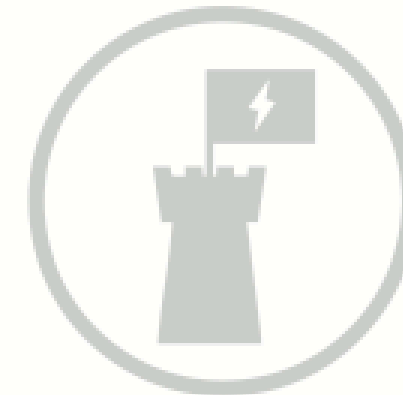
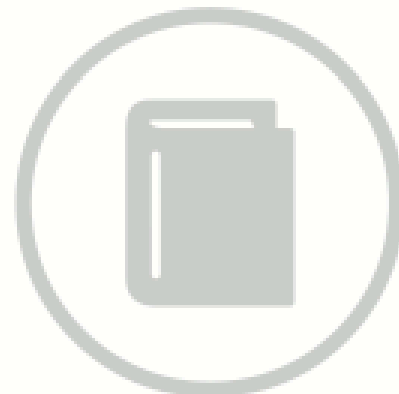
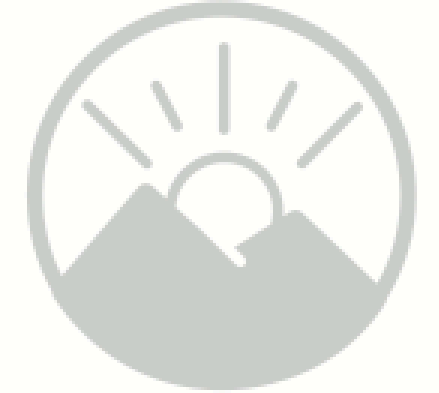
A CHARACTER



MEETS A GUIDE



WITH A PROBLEM



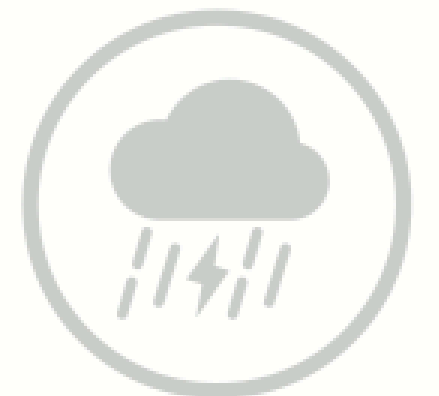
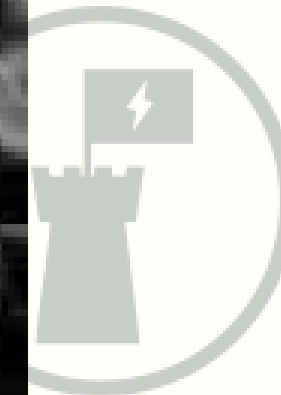
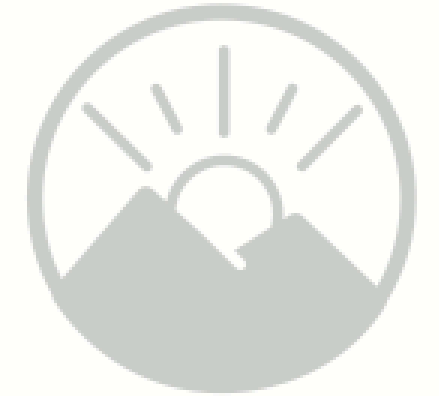
FAILURE

The StoryBrand Messaging Filter

A CHARACTER



WITH A PROBLEM



FAILURE

The StoryBrand Messaging Filter

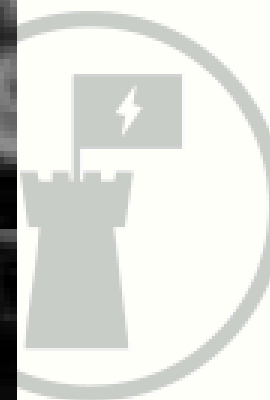
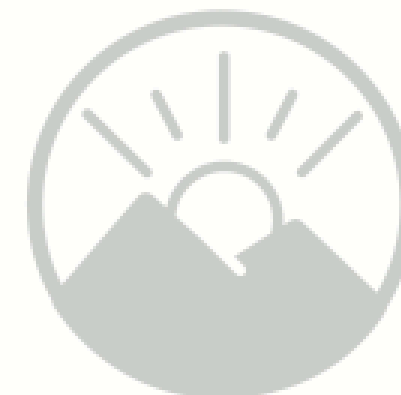
A CHARACTER



WITH A PROBLEM



Brand
Messaging Filter

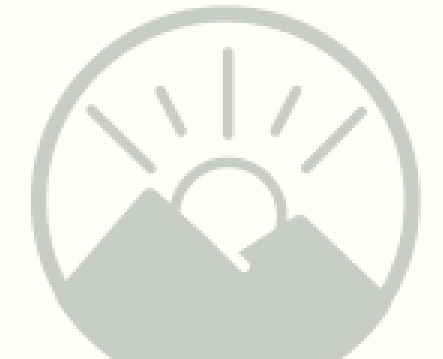


FAILURE

A CHARACTER

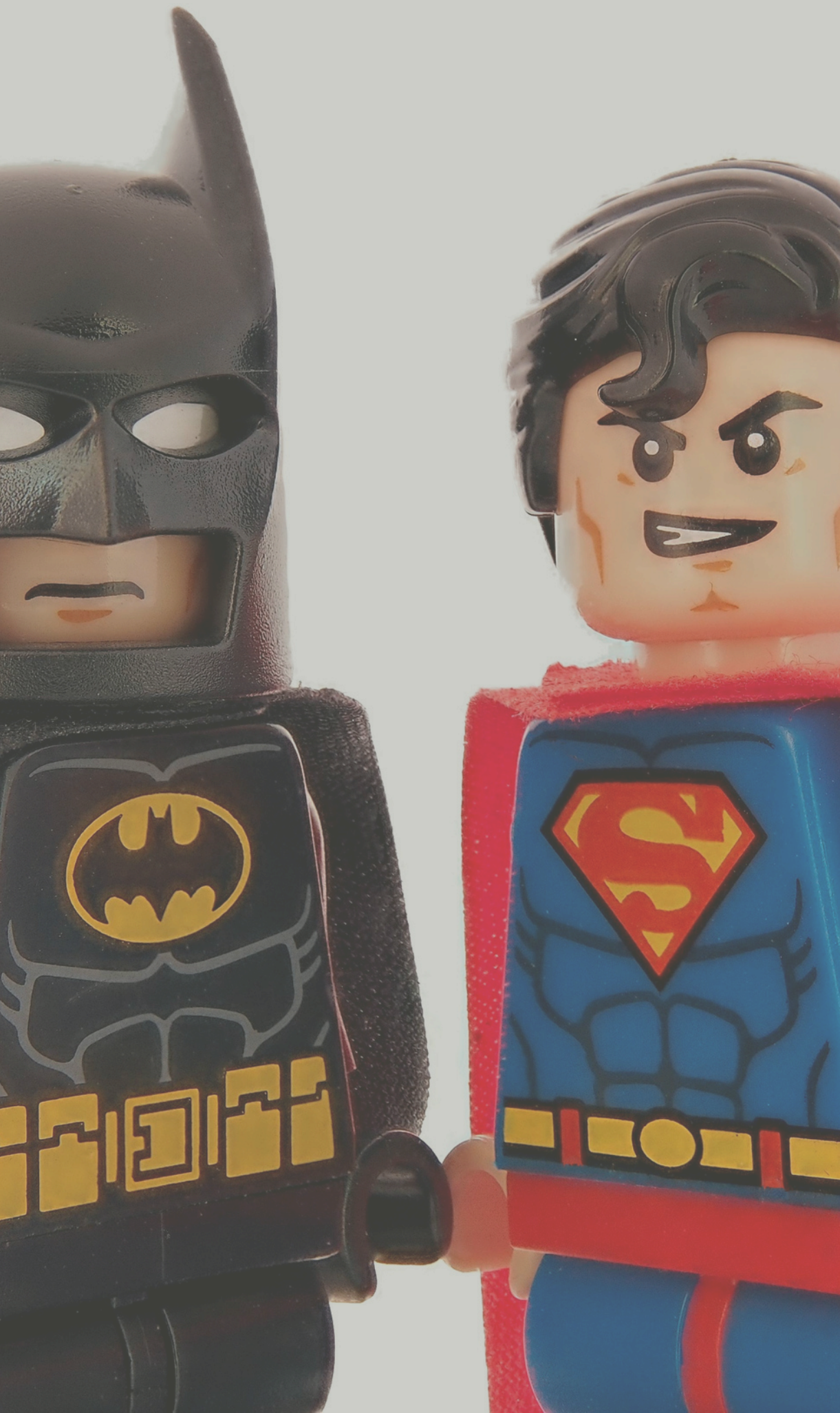


WITH A PROBLEM



Messaging Filter

FAILURE



StoryBrand Marketing Principles 1,2,3

Website Element: Home Hero Sections

Framing the customer as the hero starts with:


- *An aspirational image*
- *An inspiring hero statement that shows an understanding of the customer's challenges*
- *A strong, straightforward subheading*
- *A clear and compelling call to action*





Don't Go IT Alone

Get an IT support services and cyber security partner that gets you and gets back to you.

Schedule a Quick Meeting >

 Call Now: (513) 469-6500

 Client Login 



IT SUPPORT CINCINNATI, DAYTON & COLUMBUS

Make IT Easy on Yourself

You win when you choose employee-owned IT support, cybersecurity protection, and cloud computing services

[SCHEDULE A QUICK MEETING](#)

(817) 809-3366

BOOK CONSULTATION



[IT Support Services](#) ▼ [Industries](#) [About](#) ▼ [IT Resources](#) ▼ [Contact](#) [Aeko C](#)

IT Support Fort Worth: Turbo-Charge Your Growth

Let our business-first approach to cyber security, IT services and cloud migrations in Fort Worth, TX, fuel your business growth.

Book a Quick Consultation 



Services ▾

Industries

About ▾

Blog

Let's Talk

Get IT Right

Conquer your technology pain with personal service and proven Cleveland IT support and cybersecurity

Let's Talk

Searching the Universe for **Better** IT Services?

Discover a managed service provider designed to cultivate calm and fuel your success

Let's Chat

A close-up photograph of a red pencil with a brown eraser tip, drawing red checkmarks inside a series of black-outlined boxes on a light-colored surface. The pencil is positioned diagonally, and the checkmarks are drawn in a consistent, slightly stylized manner. The background is a soft, out-of-focus grey.

StoryBrand Marketing Principle 4

Your customer needs an **easy, step-by-step plan** to move forward, or they won't.

A close-up photograph of a red pencil with a brown eraser tip, drawing red checkmarks inside a series of black-outlined squares arranged in a diagonal line. The pencil is positioned over the middle square, with its tip touching the line. The background is a light gray surface.

StoryBrand Marketing Principle 4

Your customer needs an **easy, step-by-step plan** to move forward, or they won't.

On Your Website, Principle 4 of the Framework becomes what we call...

Website Element: **1,2,3 Plans**

Includes Plan Title and Plan Steps

The Plan for Better Results from Your Marketing

1

Schedule a non-sales call. No pressure. Real advice.

We'll discuss your needs, budget and share what we do. If we're a match...great! If not, we'll offer some tips and ideas in exchange for your time.

2

Get a blueprint plan for where you're at and want to go.

We'll propose a package that's realistic based on your budget and desired outcome. You'll clearly see how your digital marketing will take off.

3

Connect with leads, customers and employees with confidence.

With your custom blueprint in action, you'll have peace of mind, get found, uncover insights and be irresistible to your target audience.

Find Peace of Mind



Tell us your tech
headaches and goals



Get a customized plan
for expert services and
solutions



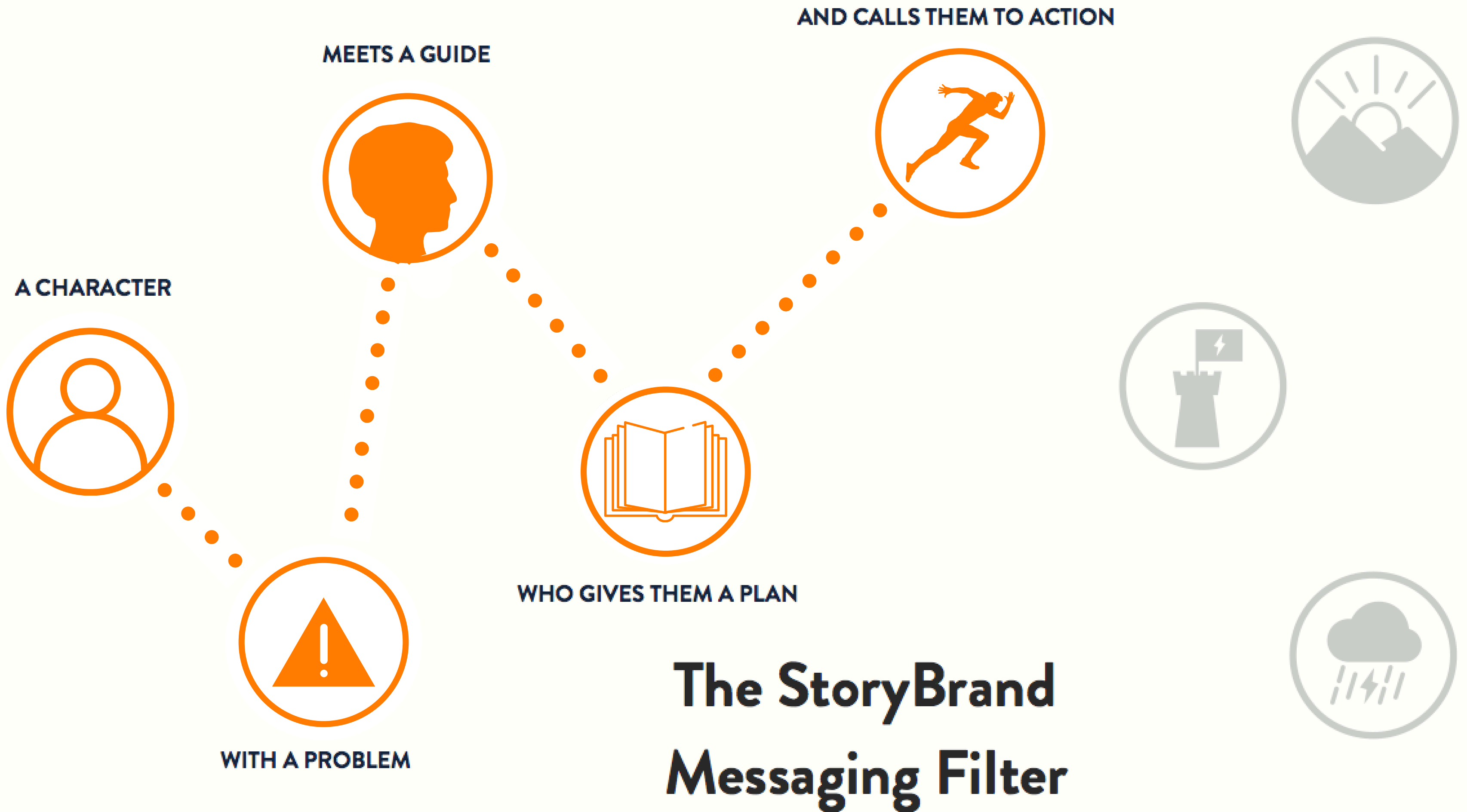
Love your IT again with
an MSP that makes you
feel special

Let's Talk



**AND GIVES
THEM A PLAN**

Summarize your plan





StoryBrand Marketing Principle 5

Unless you clearly **call people to action**, they won't take action.




StoryBrand Marketing Principle 5

Unless you clearly **call people to action**, they won't take action.

Website Element: **Clear Compelling Call to Action**

One call to action, one clear next step you want them to take, repeated over and over

SCHEDULE A CONSULTATION

Book a Quick Consultation 

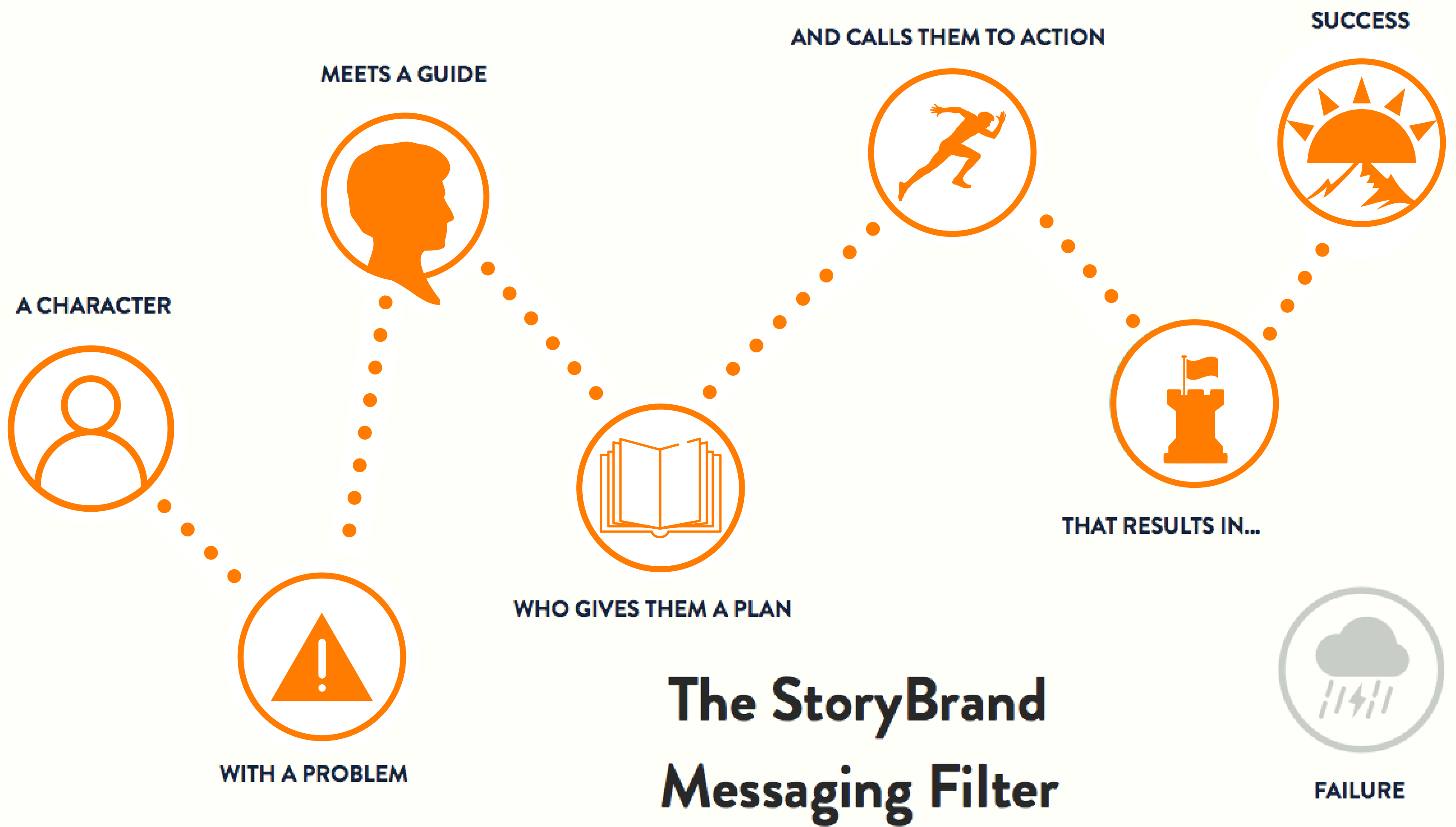
BOOK A VIRTUAL MEETING 



THAT CALLS
THEM TO ACTION

Direct

Transitional



StoryBrand Marketing

Principle 6

Customers want us to **cast a vision** of what their lives can look like if they use our products or services.



StoryBrand Marketing

Principle 6

Customers want us to **cast a vision** of what their lives can look like if they use our products or services.

Website Elements:

Testimonials

Empathy/Authority

Value Stacks

Value Propositions



[IT Services](#)[Industries](#)[Why Internos](#)[Resources](#)[Support](#)[Contact](#)[Book a Meeting](#)

Testimonials

"Internos knows when our tax seasons are. They know when is a good time and when isn't. Internos has us following best practices for security."



Ilyne

CPA, accounting firm partner

"Internos did a complete analysis of how we were positioned technology-wise and identified several areas that needed updating and action."



Bill

COO, medical billing company



"When changing to a new IT service provider you feel like you're jumping off a cliff. During the transition, Internos worked with us extensively. I'm a huge fan of Internos."



Pam

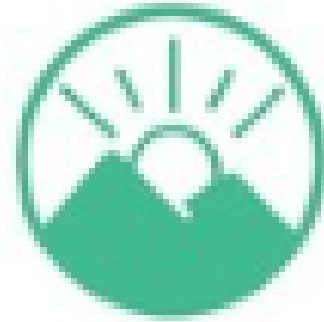
Law firm administrator

"Do not underestimate the power of technology in your business: Use it to the fullest and make sure you have a great partner like Internos to guide you."



Jose

CEO, manufacturing and logistics firm



SUCCESS

Successful Results

- [illegible]

We see you wearing all those hats at work.

You're busy putting out tech fires while your to-do list just gets longer and longer. Expensive IT issues are multiplying like rabbits. At this point, IT is a giant time-suck that's busting your budget and obliterating your sense of humor. It can be difficult for any one person to keep up with IT today. We get it.

- ✓ Peace of mind with our Million Dollar Cyber Guarantee
- ✓ Talk to the owner every time you call (We're employee-owned and invested in your success)
- ✓ Over 99% customer satisfaction rate for over three years
- ✓ No long-term contracts (cancel anytime with 30 days notice)



MEETS A GUIDE
WHO UNDERSTANDS
THEIR FEAR

Empathy

Authority



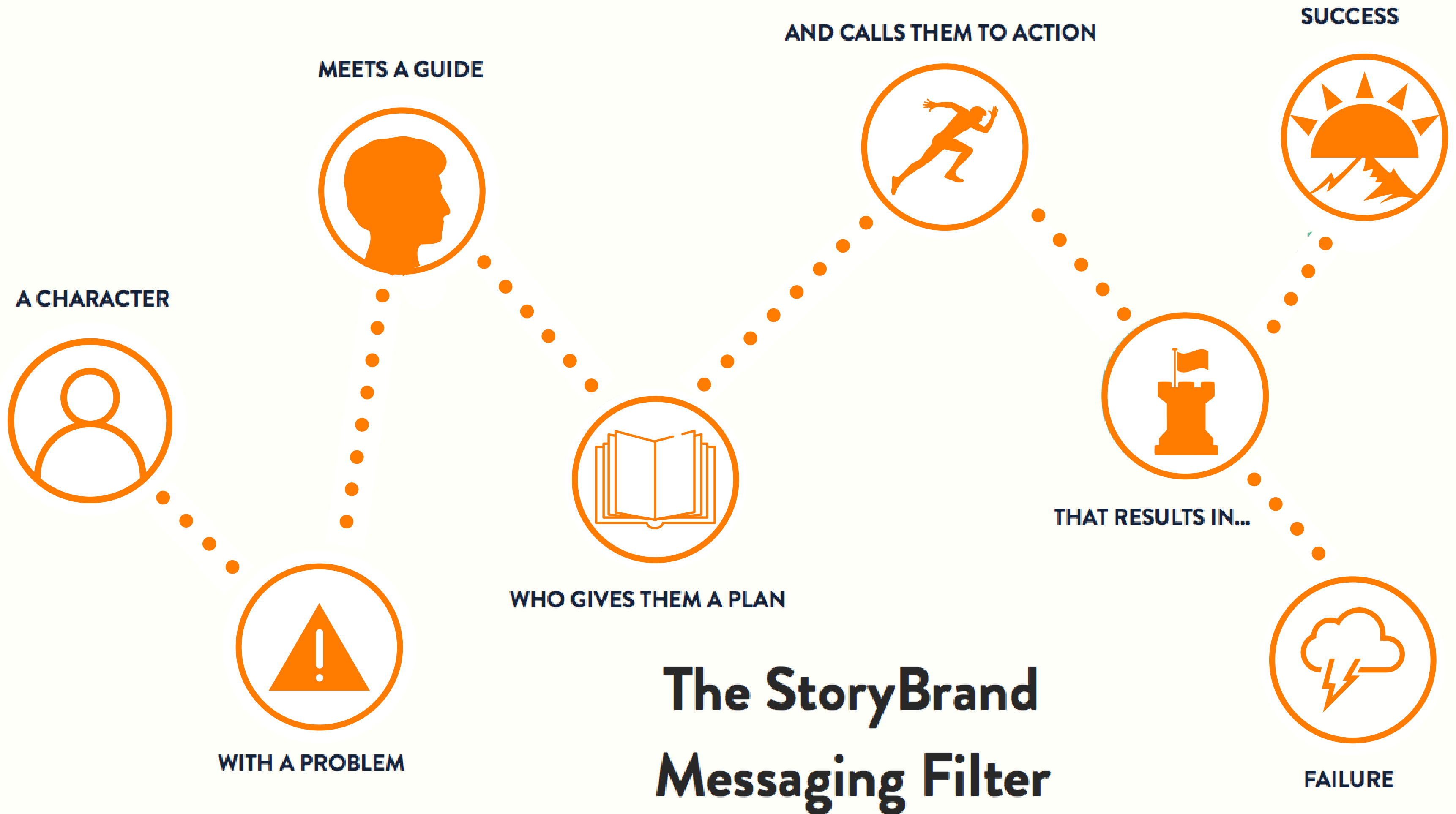
Leave fear and
confusion behind



Increase productivity
with technology



Be guided by
experienced IT pros





StoryBrand Marketing Principle 7

If there are no **consequences** for not doing business with you, there is no reason to do business with you.



StoryBrand Marketing Principle 7

If there are no **consequences** for not doing business with you, there is no reason to do business with you.

Website Element: **Loss Aversion And I Feel Your Pain Sections**

Does marketing your business feel like dragging rocks uphill?

- ✓ Struggling to get leads?
- ✓ Feeling like your website is broken?
- ✓ Overwhelmed with all the marketing options?
- ✓ Tired of getting ripped off by agencies that over-promise and under-deliver?

Get the qualified leads you deserve.

[Schedule a Non-Sales Call](#)



Is managing your IT support like wrestling an octopus?



Do you spend more time on tech headaches than on your actual job?



Do visions of hackers in hoodies keep you up at night?



Does keeping up with IT feel like swimming upstream?



Is your current IT services provider ghosting you and ignoring your calls?



Have you been blindsided by budget-busting IT upgrades?



Are you winging it without a strategic IT plan?

If you answered yes, you're in the right place.

Let's Talk >

What's the real cost of not having the right IT support partner?

How much is downtime, vulnerability and no clear IT plan costing you? Are tech troubles hijacking your day and robbing your productivity? Tech moves fast. Are you missing out on the future because you can't keep up? Or worse yet, losing credibility or damaging your reputation?

A lack of IT support may already be costing you a great deal.

[Schedule an Appointment >](#)



FAILURE

Tragic Results

- _____
- _____
- _____



IDENTIFY TRANSFORMATION

From

To

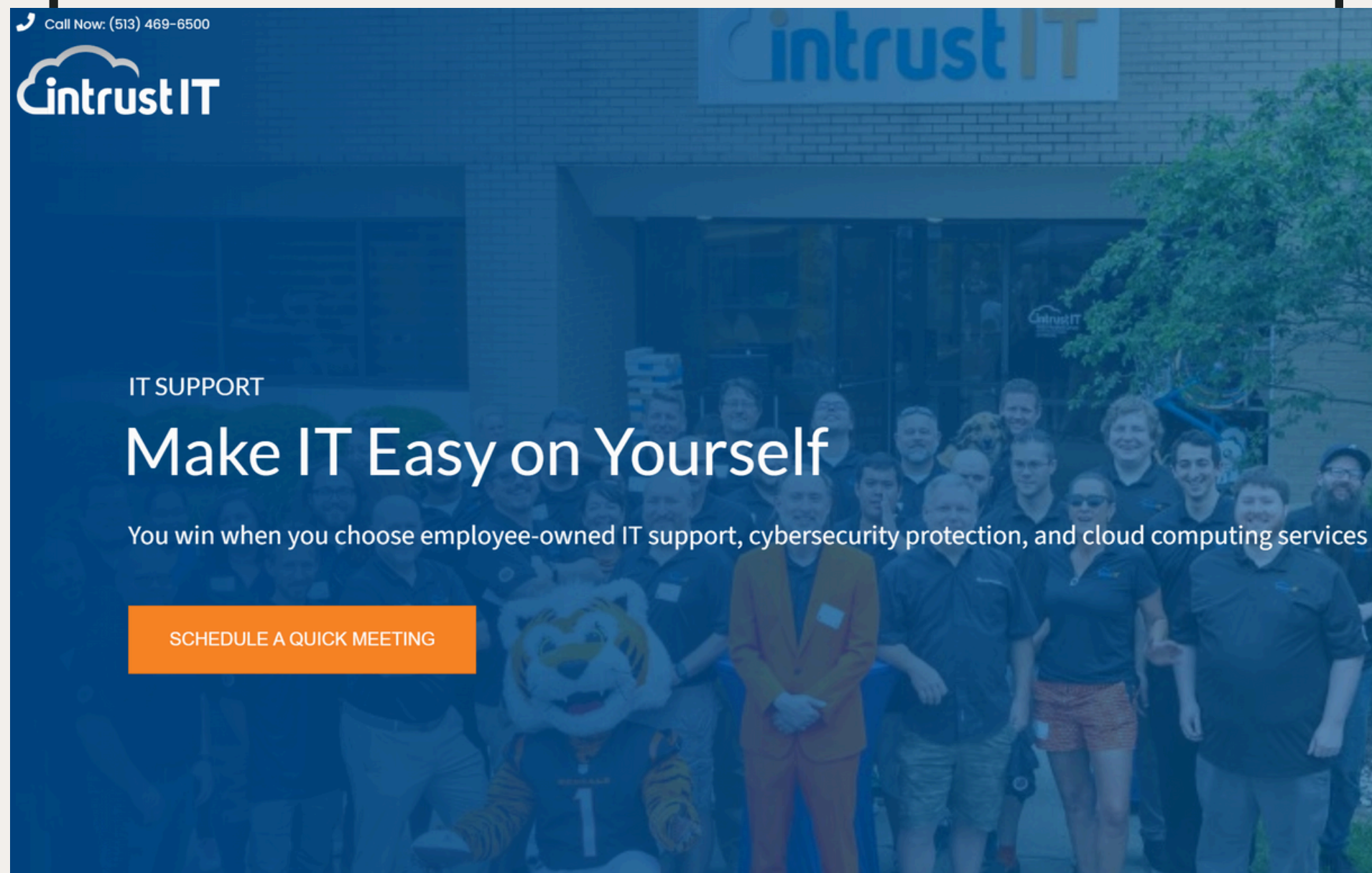




Your Message Matters

- In a sea of competition, are you confusing? Do you look like everyone else?
- The story methodology is about clarifying your message so customers **listen**
- By following the seven-part framework universal to every story, you invite customers into a **story**
- Your messaging is for your website, social media, sales presentations, battlecards...

Start with your customer



- StoryBrand websites follow a framework and each page drives people to one action.
- See Calyx IT, Intrust IT, Forum Info-Tech
 - Value Stacks
 - Calls to Action
 - Empathy and Authority
 - Services
 - 1,2,3 Plans
 - Also don't forget SEO
 - Resource: StoryBrand Checklist to Evaluate Websites

...And Transitional Offers



- Download/Ebook/Sales Funnels
- Transitional offers example, "Is Your Business Ready for AI?" allow people who are not ready to book a meeting to learn more
- Must be educational!
- Should share what you know with your audience
- Start with the broadest audience
- Cheat Sheets, Guides, Step-by-Step, Calculators

A Team of Experts

You get access to writing, technology and marketing experts who keep their skills top notch.

Small Firm Attention

We listen to your needs and make updates rapidly. Also, we meet with you monthly and touch base bi-weekly.

Complete Management

We proactively schedule all the steps of your blueprint. Marketing is off your plate and done right.

Seasoned Pros

At some firms, you get sold in by the A-team only to have a junior team deliver. We're all pros here.

Affordable

We keep our prices affordable with our headquarters in the Midwest and repeatable systems.

We Deliver What Others Promise

Above all, we are honest. We know what to do and get it done. Period.



Get Leads and Grow!

- StoryBrand SEO Websites
- Ongoing Marketing Plans
- Google Ads
- New! Lead-Gen Revenue Engine Campaigns



Margee Moore

513-238-5792

Margee@BigOrange.Marketing

BigOrange.Marketing

**Stop by our booth for a \$10
Starbucks gift card if you
schedule a free 30-minute
marketing consultation**





Book a Call for Us
to Learn About
Your Business
and See If We
Have a Fit in May

10% Off a New
StoryBrand
Website Build

Or 10% Off first 3
months of
Ongoing Growth!

