



THE STORYBRAND MESSAGING CANVAS

The repeatable process serious companies use to clarify their message and launch a campaign that works.

STORYBRAND MESSAGING CANVAS

CAMPAIGN NAME

CAMPAIGN START DATE

THE 4 RULES

1 Make it zero cognitive load

2 Link it to survival

3 Make it memorable and repeatable

4 Make the customer the hero

THE 5 SOUNDBITES

Problem

Empathy

Answer

Change

End Result

TAGLINE

ELEVATOR PITCH

BRAND STORY

THE CAMPAIGN MAP

Add at least 6 marketing tools, the more the better.

CURIOSITY

COMMITMENT

ENLIGHTENMENT

Curiosity

Marketing Tools

Deadline

Enlightenment

Marketing Tools

Deadline

Commitment

Marketing Tools

Deadline

By Donald Miller
Author of *Building a StoryBrand*



Customers buy only after reading or hearing words that make them want to buy.

That fact makes your message too important to leave to chance. We know the process is hard, so we've built a tool to simplify the process. The StoryBrand Messaging Canvas will help you clarify your message and your entire campaign onto a simple page you or your team can execute. The process is simple and all comes down to 4, 5, 6:

4 Rules

5 Foundational Soundbites

6 Tools



STORYBRAND MESSAGING CANVAS

Example: Good Dog Academy

CAMPAIGN NAME

Good Dog Academy

CAMPAIGN START DATE

January 5th, 2027

THE 4 RULES

- 1 Make it zero cognitive load
- 2 Link it to survival
- 3 Make it memorable and repeatable
- 4 Make the customer the hero

THE 5 SOUNDBITES

Problem

Does your dog bark incessantly when somebody knocks at the door?

Empathy

We know you love your dog, but want the barking to stop.

Answer

Enroll your dog in Good Dog Academy's six-week training program.

Change

Become the confident owner of a dog who actually listens.

End Result

So you can greet people at the door with an obedient, welcoming dog at your side.

TAGLINE

"The Well-Behaved Dog You Always Wanted," shortened to "The Well-Behaved Dog" when even more brevity is necessary.

ELEVATOR PITCH

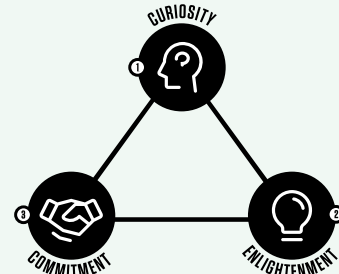
Does your dog bark every time someone knocks at the door? Enroll them in Good Dog Academy's six-week program, and you'll have an obedient dog sitting quietly by your side every time you greet a guest at your door.

BRAND STORY

You love your dog, but they have this one terrible habit: They bark when somebody knocks on the door. We get it, and we don't think loving your dog should mean dreading the doorbell. Enroll your dog in Good Dog Academy's six-week training program, and your dog will never bark when somebody knocks on the door again. Not only that, but you'll become the confident owner of a dog who actually listens. Before long, you'll greet guests at the door with a calm, welcoming dog right by your side.

THE CAMPAIGN MAP

Add at least 6 marketing tools, the more the better.



Curiosity

Marketing Tools

Deadline

☒ Tagline	Done
☐ A "barking dog" social ad	Feb. 2
☐ Signage at the local dog park	Feb. 6
☐ A Google Business listing	Feb. 6
☐	



Enlightenment

Marketing Tools

Deadline

☒ Elevator pitch	Done
☒ Brand story	Done
☐ A "5 Reasons Your Dog Won't Stop Barking" PDF	Feb. 12
☐ A short training demo video	Feb. 14
☐ Happy-owner testimonials	Feb. 16



Commitment

Marketing Tools

Deadline

☐ An "Enroll Your Dog" CTA	Feb. 2
☐ A simple enrollment page	Feb. 12
☐ A first-call script	Feb. 6
☐ A follow-up email sequence	Feb. 6
☐ A limited-time bonus	Feb. 2

WHY ONE PAGE?

Every company has a process for its finances, its hiring, and its operations. Almost none have a process for clarifying their message. This canvas is that process, and more. When you're done, you will have a new tagline, elevator pitch, and brand story, plus a campaign map that will help you design a messaging campaign that works, and all on a single page.

Why one page? Because **a plan you can hold in your hand is a plan that gets used**, and a message short enough to fit on one sheet is a message your team, and your customers, will remember and repeat.

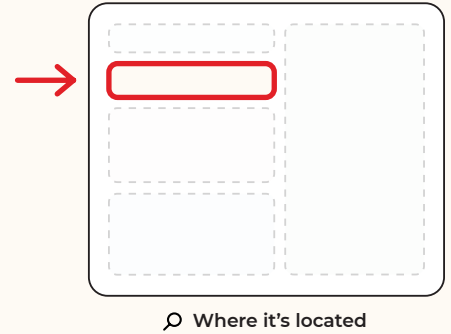
Filling out your canvas is harder than it looks, mostly because you're too close to your own brand to perceive it the way a customer does. At StoryBrand, our commitment (and obsession) is to help you clarify your message so customers engage. We've helped more than 100,000 companies clarify their message and we would love to help you. More on getting the help you need at the end of this guide. For now, let's learn the 4 Rules of Messaging.

Notes

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface. There is no handwriting or other markings on the paper.



THE 4 RULES OF MESSAGING



Obey the 4 Rules of Messaging and customers will stop ignoring you, giving you a competitive advantage in the marketplace.

WHY THE RULES MATTER: A message either attracts attention or gets ignored, and adhering to or neglecting the 4 Rules is the reason. If every line you write on your StoryBrand Messaging Canvas obeys these rules, your message will connect with customers.

Each rule is meant to improve the clarity of your message, so use them as a filter when you write.

THE 4 RULES



RULE #01 — Make it zero cognitive load

Don't make people think.

Most businesses don't realize they are talking over their customers' heads. It's an easy mistake to make. If people have to do the slightest bit of thinking in order to understand what you are trying to say, they will move on. The effort to be clear, then, will beat the effort to be clever, every time. State your offer simply and plainly and customers will finally understand why they need your product, resulting in more orders.

EXAMPLE: Mattress company

✗ High cognitive load: "Adaptive multi-zone support engineered with temperature-neutral foam technology."

✓ Low cognitive load: "A comfortable, cool bed for better sleep."

RULE



#01

RULE



#02

RULE



#03

RULE



#04

**RULE #02 — Link it to survival***The one thing that motivates human behavior.*

Human beings are always looking for survival assets. Why? Because the primary job of the human brain is to keep you, and the ones you love, alive and thriving. When you position your product or service as a survival asset, people begin to pay attention and tell their friends. Focus your message on the aspects of your products that help your customers get ahead, such as saving money, saving time, improving health, gaining status, building relationships, achieving greater security and helping your customer survive and thrive and they will turn to your products in their time of need.

EXAMPLE: Solar panels

✗ **Weak survival link:** “High-efficiency monocrystalline panels with 22% conversion rates.”

✓ **Strong survival link:** “Cut your power bill in half.”

**RULE #03 — Make it memorable and repeatable***If they can't repeat it, it won't spread.*

Short, simple phrases get repeated while complex and clever ideas die upon delivery. At StoryBrand, we call clever and complicated terms invisible words — that is they blend into the sea of forgettable noise put out by most business leaders. After stating your message, ask yourself if there is anything you can do to make it more memorable and repeatable (like shorten it). If your message is memorable and repeatable, your customers won't just place orders, their friends will place orders too.

EXAMPLE: Coffee shop

✗ **Forgettable:** “Artisan, ethically sourced coffee crafted by expert baristas.”

✓ **Repeatable:** “Coffee worth waking up for.”

**RULE #04 — Make the customer the hero***You're the guide, not the hero.*

Every human being self identifies as the hero in a story. When your brand positions itself as the hero, customers perceive you as being a survival liability because you are caught up in a story about yourself. Instead, play the guide. The guide is the stronger, more competent character in the story who is there to help the hero win. Katniss is the hero, Haymitch is the guide. Read the words on your website, pitch deck, and social media collateral. Is your message about you, or about your customers' problems and why you exist to solve their problems? Make your story about the customer and they will pay attention.

EXAMPLE: Boutique hotel

✗ **Hero positioning:** "Experience our historic property features, celebrated architecture, and a four-star kitchen."

✓ **Guide positioning:** "Unwind, sleep well, and wake up somewhere you love."

These rules are simple to understand, but much harder to apply to your brand. Why? Because you're too close to your own brand to see it clearly. It's almost impossible to read the label from inside the jar. Consider one exercise as you proceed: Always ask yourself how your message could be misunderstood. If it can be misunderstood, clarify it further.

Confusion will kill any brand.

This image shows a full page of blank, lined paper. It features approximately 20 horizontal blue or grey lines spaced evenly apart, typical of notebook paper. The lines extend across the entire width of the page, leaving small margins at the top and bottom. There are no vertical lines, text, or other markings present.

PROBLEM

In a good story, the problem is the hook. That's why, when you talk about your customers' problems, they pay attention. Identify the challenge keeping your customers up at night and use clear language to describe that problem. When you do, you'll attract any customer struggling with that problem. But only if you state the problem clearly

EXAMPLE: Problem Soundbite

THE 5 SOUNDBITES		
Problem <i>Does your dog bark incessantly when somebody knocks at the door?</i>	Empathy _____ _____ _____ _____ _____	Answer _____ _____ _____ _____ _____
Change _____ _____ _____ _____ _____	End Result _____ _____ _____ _____ _____	
TAGLINE		



EXERCISE

Draft your **Problem soundbite**. Once you're happy with it, ship it to your Messaging Canvas at the back of this guide.

Problem

[illegible]

EMPATHY

An empathetic statement positions you as the guide in the hero's life. When a customer believes you understand their struggle, their defenses drop and they begin to recognize you as the Guide who can help. Use this soundbite to demonstrate that you care about the customer and you will earn immediate trust.

EXAMPLE: Empathy Soundbite

THE 5 SOUNDBITES		
Problem <i>Does your dog bark incessantly when somebody knocks at the door?</i>	Empathy <i>We know you love your dog, but want the barking to stop.</i>	Answer _____ _____ _____ _____ _____
Change _____ _____ _____ _____ _____ _____	End Result _____ _____ _____ _____ _____ _____	
TAGLINE		



EXERCISE

Draft your **Empathy soundbite**. Once you're happy with it, ship it to your Messaging Canvas at the back of this guide.

Empathy

This image shows a full page of blank white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page, typical of notebook or legal stationery. There are no margins, text, or other markings present.

ANSWER

The Answer soundbite is the soundbite that positions your product as the solution to your customer's problem. This soundbite offers to close the story loop your Problem soundbite opened. State what you offer in the fewest words and customers will understand, immediately, why your product is so important to their lives.

EXAMPLE: Answer Soundbite

THE 5 SOUNDBITES

Problem

Does your dog bark incessantly when somebody knocks at the door?

Change

Empathy

We know you love your dog, but want the barking to stop.

End Result

Answer

Enroll your dog in Good Dog Academy's six-week training program.

TAGLINE



EXERCISE

Draft your **Answer soundbite**. Once you're happy with it, ship it to your Messaging Canvas at the back of this guide.

Answer

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

CHANGE

Every human being wants to transform into a more competent version of themselves, better able to survive, thrive and help others to do the same. The Change soundbite will offer the transformation your customers can experience when they use your product or service. People don't just buy solutions to problems, they will also buy the opportunity to become a better version of themselves. In this soundbite, describe who your customer gets to become after they use your product.

EXAMPLE: Change Soundbite

THE 5 SOUNDBITES

Problem

Does your dog bark incessantly when somebody knocks at the door?

Empathy

We know you love your dog, but want the barking to stop.

Answer

Enroll your dog in Good Dog Academy's six-week training program.

Change

Become the confident owner of a dog who actually listens.

End Result

TAGLINE



EXERCISE

Draft your **Change soundbite**. Once you're happy with it, ship it to your Messaging Canvas at the back of this guide.

Change

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

END RESULT

The End Result soundbite will describe the better life your customer gets to have after they buy your product. Without a vision, the people perish, and without a vision, they don't buy anything either. Paint a picture of a better future that your customer can have and they will begin to walk toward that vision. Forecast your customer's future in the final soundbite.

EXAMPLE: End Result Soundbite

THE 5 SOUNDBITES

Problem

Does your dog bark incessantly when somebody knocks at the door?

Empathy

We know you love your dog, but want the barking to stop.

Answer

Enroll your dog in Good Dog Academy's six-week training program.

Change

Become the confident owner of a dog who actually listens.

End Result

So you can greet people at the door with an obedient, welcoming dog at your side.

TAGLINE



EXERCISE

Draft your **End Result soundbite**. Once you're happy with it, ship it to your Messaging Canvas at the back of this guide.

End Result

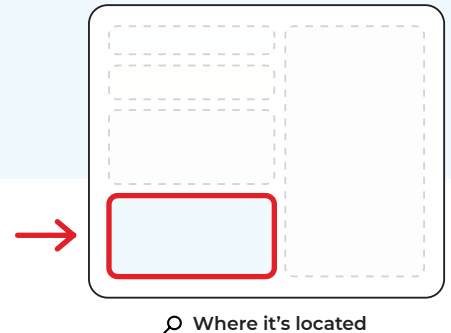
When you get these 5 Soundbites right, the rest of your campaign practically writes itself. Now, let's start writing the tagline that will serve as the controlling idea of your campaign.

This image shows a full page of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

SECTION

02

THE 3 CORNERSTONE TOOLS



WHY THE THREE CORNERSTONE TOOLS MATTER

Once your 5 Foundational Soundbites are shipped to your Messaging Canvas, you'll use them to build the three cornerstone tools that launch your overall messaging campaign: your tagline, your elevator pitch, and your brand story.

These three elements will serve as the backbone of your campaign and all other collateral will be built using the same words. If you build them well, every other piece of collateral you create will be easier to write and your brand message will be clear and consistent across all marketing channels. As you will see, you will use your tagline, elevator pitch, and brand story in countless pieces of marketing collateral, so when you write these, just know you're writing marketing copy for dozens of tools that will be seen by thousands, if not millions, of customers.

The good news is you're not starting from a blank page. Each cornerstone is built directly from the 5 Soundbites you already wrote, so your job is less to invent, and more to assemble them together into different forms for different purposes.

Notes

[illegible]

CORNERSTONE TOOL #1

TAGLINE *The Controlling Idea*

Your tagline is the one line you'll repeat more than any other idea as it relates to your brand. It's the single idea you want the market to think of when they think of you.

Most of the time it's simply your strongest soundbite, tightened until you can't cut another word. However, it doesn't have to be. It could be a summary of a couple different lines, or even a call to action such as: *Choosy parents choose Jif.*

The key to a good tagline? It summarizes your offer in about a second so that customers get it immediately. To write your tagline, choose the one idea a distracted customer would actually hear above the noise. If your tagline fits into the narrative theme of your 5 Soundbites and obeys the 4 Rules of Messaging, you're likely on to something good.

Notes

EXAMPLE: Tagline

TAGLINE

"The Well-Behaved Dog You Always Wanted," shortened to "The Well-Behaved Dog" when even more brevity is necessary.

ELEVATOR PITCH

BRAND STORY

Notes

[illegible][illegible]

- [illegible]

[illegible]**TAGLINE**

CORNERSTONE TOOL #2

ELEVATOR PITCH

Your elevator pitch is the second tool your customers will likely encounter as they build a relationship with your brand, right after they hear the tagline. Imagine the relationship unfolding this way: A customer hears your tagline and wants to know more, after which you state your elevator pitch, to which they turn fully to engage you. After realizing you may have a solution to their problem, they want to know even more, at which time you tell them your brand story.

The three cornerstone tools of a StoryBrand Messaging Campaign, then, build a relationship at the speed relationships want to be built. A customer hears something, discovers there is some substance to it, then hears

the story that convinces them to move forward. Your elevator pitch is the second step in that journey.

A good elevator pitch will shift your customer's initial attention into a buying mindset. The formula for creating a good elevator pitch is simple: problem, product, result. Pull your Problem, Answer, and End Result soundbites from your 5 Foundational Soundbites, then stitch them together and edit the words until they flow together well. If your elevator pitch is stated plainly and obeys the 4 Rules, it's going to work. Write your elevator pitch and edit it until it sounds natural, then ship it to your StoryBrand Messaging Canvas.

EXAMPLE: Elevator Pitch

TAGLINE

"The Well-Behaved Dog You Always Wanted," shortened to "The Well-Behaved Dog" when even more brevity is necessary.

ELEVATOR PITCH

Does your dog bark every time someone knocks at the door? Enroll them in Good Dog Academy's six-week program, and you'll have an obedient dog sitting quietly by your side every time you greet a guest at your door.

BRAND STORY

BRAND STORY

To write your brand story, simply place your 5 Soundbites in order and add the small connecting words that make them flow together as a short, cohesive narrative.

[illegible]

EXAMPLE: Brand Story

TAGLINE

“The Well-Behaved Dog You Always Wanted,” shortened to “The Well-Behaved Dog” when even more brevity is necessary.

ELEVATOR PITCH

Does your dog bark every time someone knocks at the door? Enroll them in Good Dog Academy’s six-week program, and you’ll have an obedient dog sitting quietly by your side every time you greet a guest at your door.

BRAND STORY

You love your dog, but they have this one terrible habit: They bark when somebody knocks on the door. We get it, and we don’t think loving your dog should mean dreading the doorbell. Enroll your dog in Good Dog Academy’s six-week training program, and your dog will never bark when somebody knocks on the door again. Not only that, but you’ll become the confident owner of a dog who actually listens. Before long, you’ll greet guests at the door with a calm, welcoming dog right by your side.

WHERE TO USE YOUR BRAND STORY

Your brand story can be repeated anywhere you’d normally be tempted to tell the story of your business. When somebody asks about your business, lead with your scripted brand story instead of winging it.

IDEAS FOR USE

- Your “About Us” or “Our Story” page, replacing the company history most businesses post
- The narrative section partway down your homepage
- The opening of a keynote, speech, or webinar
- The intro or outro of your podcast
- Voiceover for a brand video on your site, YouTube, or social
- Your welcome email, the first message every new subscriber receives
- The first page of a brochure or one-sheet
- The “who we are” section of a proposal or pitch deck
- Your recruiting page and new-hire onboarding materials



BRAND STORY

Anywhere you'd normally explain who you are, lead with your brand story and repeat it often. Every time you use it, you remind the customer that solving their problem is the reason you exist.

WHAT DO YOU DO WITH YOUR THREE CORNERSTONE TOOLS?

With your three cornerstone tools in place, you now have the backbone of a messaging campaign that will get results. Still, you're going to need to place your new and clear message into campaign collateral customers will notice and engage. Every marketing and messaging campaign is different, of course, based on where your customers show up. With that in mind, let's design your custom campaign now using the campaign map on The StoryBrand Messaging Canvas.

Notes

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SECTION

03

THE CAMPAIGN MAP

TOOLS 4-6 AND BEYOND



WHY THE CAMPAIGN MAP MATTERS

A clear message that fails to ship will not grow your brand. Now that you have a tagline, elevator pitch, and brand story that you love, let's give your customers a chance to see them out in the real world.

Your campaign map takes the message you just clarified and turns it into a list of marketing collateral you will build as you execute your campaign, each piece strategically placed exactly where your customers need to see it in order to become familiar with, and trust, your brand.

Your campaign map is the tool that turns a great message into a launched campaign. Your team will love taking your new, clear message and choosing the necessary collateral to ship it in the form of a disciplined campaign. The map will allow you to see and consider your campaign, all on the same page where you've clarified your message.

Notes

[illegible]

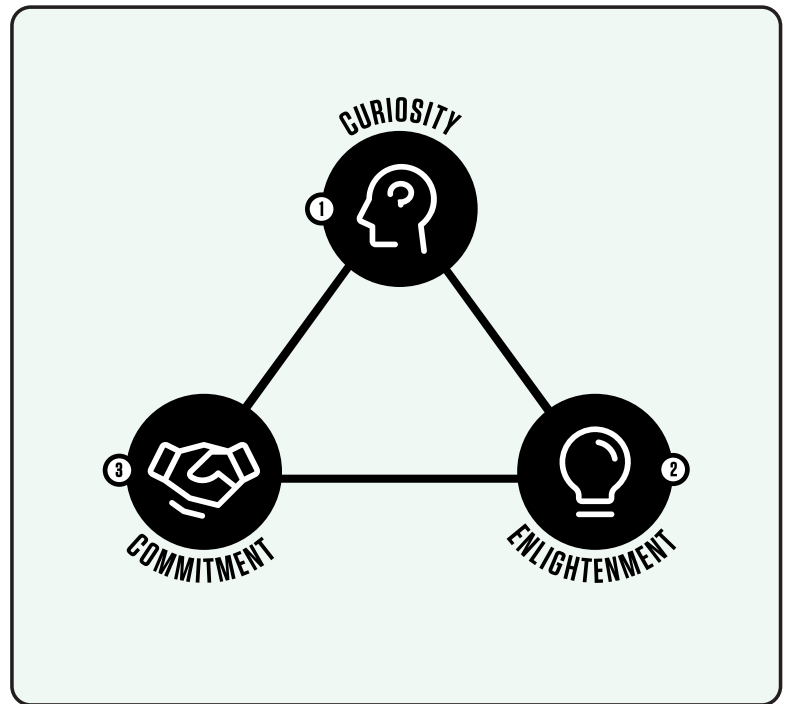
BUILD A RELATIONSHIP WITH YOUR CUSTOMERS IN 3 PHASES

The triangle on your Messaging Canvas is there to remind you and your team that every customer goes through three phases as they build a relationship with your brand. Those three phases are: **curiosity**, **enlightenment**, and **commitment**. The first job of a messaging campaign, then, is to pique your customers' curiosity. The second job is to enlighten them about how your product can help them solve their problem, and the third is to incentivize them to commit.

When buying a pack of gum, that journey will only take a second or two. If you're selling a product that costs millions, however, the process could take years. The longer the buying journey, the more marketing and messaging collateral you will need, each piece, of course, repeating your foundational message thus building familiarity and trust over time.

Your message, and your map, are all located on the Messaging Canvas so that your campaign is consistent and cohesive.

The good news, again, is that you're not starting from scratch. Your three cornerstone tools can be placed on your map immediately. Your tagline sits at the top of the map in the curiosity phase as it's designed to pique your customers' curiosity and make them want to know more. Your elevator pitch and your brand story begin to enlighten your customers about why and how you exist to solve their problems. You will likely repeat your tagline, elevator pitch, and brand story in the pitch decks, sales scripts, and other sales collateral that populate the commitment phase of your campaign.



Notes

[illegible]

You're already three tools into your campaign. **Here's how to fill in the rest:**



Get their attention. In this phase your only job is to get noticed. Your tagline lives here, alongside any collateral whose single purpose is to make a stranger stop and lean in. Don't try to explain everything yet, just open a story loop the customer will want to close. Choose the curiosity tools that fit where customers first notice businesses like yours.

THE CAMPAIGN MAP

Add at least 6 marketing tools, the more the better.

Curiosity

Marketing Tools	Deadline
☐ _____	_____
☐ _____	_____
☐ _____	_____
☐ _____	_____

Enlightenment

 EXERCISE

Select your **Curiosity marketing tools** and then write them onto your Messaging Canvas at the back of this guide.

Remember: your tagline is your first Curiosity marketing tool.

 Curiosity Marketing Tools

- | | |
|--|---|
| ☐ Tagline (cornerstone — done) | ☐ Search ad headlines |
| ☐ Website header / hero section | ☐ Social ad creative |
| ☐ Business card text | ☐ Print ads |
| ☐ Billboard / out-of-home | ☐ Radio & podcast ad scripts |
| ☐ Signage & banners | ☐ Trade show booth messaging |
| ☐ Posters | ☐ Product packaging copy |
| ☐ Flyer / rack card | ☐ Direct mail |
| ☐ Digital ad copy | ☐ Other _____ |



ENLIGHTENMENT

In the enlightenment phase, you will build familiarity with the customer and earn their trust, over time. Now that they are curious, your customer wants to know more about your products because they are wondering if you really can help them solve their problem. Your enlightenment collateral could be as simple as a product description, or as complicated as a series of proposals and pitch decks. Enlightenment collateral could include: your brand story, website pages, a lead-generating PDF, videos, email sequences, and customer testimonials. Inside each, keep repeating your tagline, elevator pitch, and brand story, reinforcing your message so the customer begins to internalize your message and build more trust.

Enlightenment	
Marketing Tools	Deadline
☐	
☐	
☐	
☐	

Commitment



EXERCISE

Select your **Enlightenment marketing tools** and then write them onto your Messaging Canvas at the back of this guide.

Remember: your elevator pitch and brand story are your first two Enlightenment marketing tools.



Enlightenment Marketing Tools

- | | |
|---|--|
| ☐ Elevator pitch cornerstone — done | ☐ “Why us” comparison sheet |
| ☐ Brand story cornerstone — done | ☐ Explainer video |
| ☐ Homepage body & About page | ☐ Brand story video |
| ☐ Landing pages | ☐ Testimonial video prompts |
| ☐ Product & service pages | ☐ YouTube scripts & strategy |
| ☐ Lead-generating PDF | ☐ Short-form / reel scripts |
| ☐ Email welcome sequence | ☐ Podcast openings & closings |
| ☐ Email nurture campaign | ☐ Webinar outline |
| ☐ Newsletter | ☐ Video sales letter |
| ☐ Blog posts | ☐ Signature keynote / conference talk |
| ☐ FAQ page | ☐ Thought-leadership article |
| ☐ White paper | ☐ Press release & media kit |
| ☐ Case studies | ☐ Other _____ |
| ☐ Customer success stories | |



COMMITMENT

Now that you've piqued your customer's curiosity and built familiarity and trust, it's time to ask for the sale. Commitment tools are designed specifically to ask your customer to commit to your brand. These asks need to be direct, because passive suggestions do not work. Commitment collateral can include: your call to action, a sales script, a discovery-call framework, proposals, and follow-up emails. Bonus incentives like limited-time discounts or expiring bonus offerings can also be used in this phase of the campaign. The important thing to remember is that, at this point, your customer actually wants to place an order, they are just looking for an excuse to do so. In the commitment phase, you want to give them plenty of great reasons to buy your product and buy it soon.

	 Commitment <table border="1"><thead><tr><th>Marketing Tools</th><th>Deadline</th></tr></thead><tbody><tr><td>☐</td><td></td></tr><tr><td>☐</td><td></td></tr><tr><td>☐</td><td></td></tr><tr><td>☐</td><td></td></tr></tbody></table>	Marketing Tools	Deadline	☐		☐		☐		☐		
	Marketing Tools	Deadline										
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EXERCISE

Select your **Commitment marketing tools** and then write them onto your Messaging Canvas at the back of this guide.



Commitment Marketing Tools

- | | |
|---|--|
| ☐ Sales script | ☐ Sales emails |
| ☐ Sales rep talking points (the permission line) | ☐ Bonus / offer emails |
| ☐ Discovery-call framework | ☐ Follow-up email templates |
| ☐ Objection-handling guide | ☐ Retargeting ads |
| ☐ Proposal & quote template | ☐ Demo script |
| ☐ One-sheet (leave-behind) | ☐ Pitch deck |
| | ☐ Other _____ |

MAP OUT YOUR CAMPAIGN

Your three cornerstone tools, plus at least three more tools (with at least one in every phase), are what we consider a proper launch. That's six tools, enough to get your message into the market and start attracting the attention you deserve. Most campaigns grow to eight or ten tools over time, but six is plenty to begin. Remember, the clearer your message and the more tools you create to familiarize the market with your message, the better your results will be.

When every phase of your triangle has tools in it, each with a deadline next to it, you're finally looking at an organized campaign that will work. You can see the whole picture now: **4** Rules, **5** Soundbites, **6** Tools, all on a single page. What's harder is judging your own words objectively, because you're too close to your own brand to clarify your message. Nobody can read the label from inside the jar. That's exactly why we created the Messaging Intervention.

The diagram illustrates the components of a marketing plan, organized into two main sections: **The Campaign Map** and **The Campaign Details**.

The Campaign Map (light green background) includes:

- The Campaign Map** (Title)
- Curiosity Marketing Tools** (Icon: Three lightbulbs connected by lines, representing curiosity and ideas)
- Enlightenment Marketing Tools** (Icon: A single lightbulb, representing enlightenment)
- Commitment Marketing Tools** (Icon: A hand holding a heart, representing commitment)

The Campaign Details (light blue background) includes:

- Campaign Name and Date** (Icon: Checkmark)
- The 4 Rules** (Icon: Checkmark)
- The 5 Soundbites** (Icon: Five checkmarks arranged in a circle, representing soundbites)
- Tagline** (Icon: Checkmark)
- Elevator Pitch** (Icon: Checkmark)
- Brand Story** (Icon: Checkmark)

If you want to create your Messaging Canvas with a trusted StoryBrand Strategist who has already filled out the canvas hundreds of times and has hundreds of examples, visit StoryBrand.com and click on “Messaging Intervention” in the top navigation.

Notes

[illegible]

CAMPAIGN NAME

CAMPAIGN START DATE

THE 4 RULES

- 1 Make it zero cognitive load
- 2 Link it to survival
- 3 Make it memorable and repeatable
- 4 Make the customer the hero

THE 5 SOUNDBITES

Problem

Empathy

Answer

Change

End Result

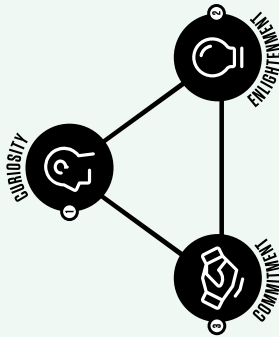
TAGLINE

ELEVATOR PITCH

BRAND STORY

THE CAMPAIGN MAP

Add at least 6 marketing tools, the more the better.



Curiosity

Marketing Tools

Deadline

☐	
☐	
☐	
☐	



Enlightenment

Marketing Tools

Deadline

☐	
☐	
☐	
☐	



Commitment

Marketing Tools

Deadline

☐	
☐	
☐	
☐	

**A 4-WEEK SPRINT TO CLARIFY YOUR
MESSAGE AND EXECUTE A CAMPAIGN THAT WORKS.**

APPLY FOR A STORYBRAND MESSAGING INTERVENTION

Bring in an experienced StoryBrand Strategist and build your canvas the right way — one focused session, plus a 4-week follow-up. We'll pressure-test your soundbites, sharpen your tagline, write your brand story, and map your launch. You'll walk away with a finished Messaging Canvas, the wisdom to execute it, and a repeatable process your team can use to launch every product — and revive every campaign that's failed.

TWO WAYS TO DO A MESSAGING INTERVENTION



WE COME TO YOU

A StoryBrand Strategist facilitates the intervention on-site with your leadership and marketing teams.



YOU COME TO US

Go through the full experience at StoryBrand headquarters in Nashville, where this process was built. Meet our team and have a great time in one of America's most fun tourist destinations.



BOOK A DISCOVERY CALL

GO TO [STORYBRAND.COM](https://storybrand.com) AND CLICK "MESSAGING INTERVENTION."

