



# Curiosity

The Journey Every Customer Takes

**Judy Mae Bingman**

**Your customers are not curious about you.  
They are curious about how you  
can solve their problem.**

**Donald Miller, Marketing Made Simple**

**People seek brands that will help them survive, help them succeed, and help them take care of their own.**

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**They want brands that will help them be loved and admired and that will, in some way, enrich or improve their lives.**

**Keith Reinhard | DDB Worldwide**




Commitment  
Enlightenment  
Curiosity

The Journey Every Customer Takes

**Judy Mae Bingman**

**LET'S TALK  
ABOUT  
PROBLEMS**





**EXTERNAL  
INTERNAL  
PHILOSOPHICAL**

**All  
problems  
are not  
the same.**

**WHO ARE  
YOUR  
CLIENTS  
BECOMING**



**Great brands obsess about the  
transformation of their customers.**

**Donald Miller, Building a StoryBrand**



A woman wearing a dark riding helmet and vest is riding a brown horse in an outdoor arena. The background shows a wooden fence and lush green trees. The scene is brightly lit, suggesting a sunny day.

**The goal for our branding should be that every potential customer knows exactly where we want to take them.**

**Donald Miller**

# CREATING YOUR ONE-LINER

1. Identify the problem your customer has
2. State the solution we have for the problem
3. Transformation that happens



**PROBLEM  
SOLUTION  
TRANSFORMATION**

# ONE-LINER

**Every night it's the same problem: you rack your brain trying to figure out a healthy meal to make for dinner? I help take the guesswork out of nutrition by offering meal options that are easy to make and nutritionally sound. With Illinois Extension, you'll be the hero at the dinner table with healthy meals that your family loves.**

1. Identify the problem your customer has
2. State the solution we have for the problem
3. Transformation that happens

## ONE-LINER

Bugs, weeds, and disease threaten your garden produce. I provide practical, environmentally-friendly tips to protect your plants so your harvest basket is full throughout the growing season.

1. Identify the problem your customer has
2. State the solution we have for the problem
3. Transformation that happens



# ONE-LINER

**You know horses,  
not marketing. With  
one simple tool,  
you'll start to attract  
volunteers, donors,  
and participants  
so that every  
saddle is the barn  
has a rider.**

1. Identify the problem your customer has
2. State the solution we have for the problem
3. Transformation that happens

# CREATING YOUR ELEVATOR SPEECH

1. Identify the problem your customer has
2. Empathize with the client on a specific element of the problem
3. State the solution we have for the problem
4. Share why we're uniquely qualified to provide the solution
5. Transformation that happens

**PROBLEM  
EMPATHY  
SOLUTION  
EXPERTISE  
TRANSFORMATION**



# ELEVATOR SPEECH

**Preparing healthy meals can be so challenging.**

We know you're bombarded with nutrition claims everywhere you turn. It's hard to know what to believe and who to trust. At Illinois Extension, we take the guesswork out of nutrition. Our educators provide unbiased, research-based information and make it easy to understand. We have nothing to sell, so all you get are the facts. Spend your time engaged with your family, not thumbing through cookbooks.

1. **Identify the problem your customer has**
2. Empathize with the client on a specific element of the problem
3. State the solution we have to the problem
4. Share why we're uniquely qualified to provide the solution
5. Transformation that happens

# ELEVATOR SPEECH

**Couples need good communication for healthy relationships.**

We know that you don't always know how to communicate with your partner. Illinois Strong Couples is a research-based program that not only teaches you these skills; it also provides a coach to help you practice. Fall in love with your partner all over again.

Robin Ridgley

1. **Identify the problem your customer has**
2. Empathize with the client on a specific element of the problem
3. State the solution we have to the problem
4. Share why we're uniquely qualified to provide the solution
5. Transformation that happens

# CREATING YOUR BRAND SCRIPT



1. Transformation
2. What do they need
3. External problem
4. Internal problem
5. Philosophical problem
6. Empathy
7. Expert solution
8. Avoid failure
9. Success

# BRAND SCRIPT

We get it.

We know you want to be \_\_\_\_\_ (identity transformation).

To do that, you need \_\_\_\_\_ (what does your hero need).

The problem is \_\_\_\_\_ (external problem)

which makes you feel \_\_\_\_\_ (internal problem).

At Illinois Extension believe \_\_\_\_\_ (philosophical problem).

We understand \_\_\_\_\_ (empathy)

which is why we \_\_\_\_\_ (expert solution)

So you can stop \_\_\_\_\_ (failure)

And instead \_\_\_\_\_ (success).

Donald Miller, The StoryBrand Marketing Checklist

# BRAND SCRIPT

We know you want to be a hopeless romantic.  
To do that, you need better communication with your partner.  
The problem is you don't take the time good relationships need  
which makes you feel like a bad partner.  
Illinois Extension Strong Partners believes relationships deserve focus.  
We understand you aren't sure where to begin.  
which is why we provide one-on-one coaching for communication strategies,  
so you can stop feeling alone and fall in love all over again.



# BRAND SCRIPT

We know you want to **be a lifelong farm family.**

To do that, you need **higher profits.**

The problem is **markets are uncertain** which makes you feel **helpless.**

At Illinois farmdoc, we believe **all farm operators should have access to the latest economic tools.**

We understand **that it's hard to plan in today's uncertain global economy** which is why we **provide 24/7/365 access to market forecasts at farmdoc.**

Now you can stop **worrying** and move forward **making confident choices that ensure your farm's long-term success**

# YOUR TURN

We get it.

We know you want to be

To do that, you need

The problem is

which makes you feel

At Illinois Extension believe

We understand

which is why we

So you can stop

And instead

(identity transformation).

(what does your hero need).

(external problem)

(internal problem).

(philosophical problem).

(empathy)

(expert solution)

(failure)

(success).

# 5-STEP MARKETING PLAN

1. Create a One-Liner
2. Create a Brand Script
3. Build a Web Landing Page Using Your Brand Script
4. Drive Social Media to Your Website Using Your One-Liner
5. Create an Email Campaign Using Your Elevator Pitch & Judy's Secret Formula







## Nurture Email Campaigns



## Types of Nurture Emails

Every word exists to  
have them do what  
you want them to do.



The email IS the  
call to action.

Sales Email Campaign



# WRITE 6 EMAILS

1. Offer a gift
2. Solve a problem
3. Quote satisfied client
4. Counter objections
5. Shift paradigm
6. Offer Yes or No

# CHOOSE WORDS CAREFULLY

- ONE clear, focused call to action
- SHORT sentences | short words
- CHAT in casual conversation

# CHOOSE WORDS CAREFULLY

1. Start with Clever Title
2. State the Problem
3. Deliver the Tip
4. Position Yourself as the Guide
5. Point to Your Product  
(website, blog, video, tip sheet)

# Resources

- *Marketing Made Simple* | Donald Miller
- *Building a StoryBrand* | Donald Miller
- *Start with Why* | Simon Sinek

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