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

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
The Journey Every Customer Takes

Commitment
Enlightenment
Curiosity

The Journey Every Customer Takes

Judy Mae Bingman
LET’S TALK ABOUT PROBLEMS
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
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
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
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.
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
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
• Stary with Why | Simon Sinek

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