



RESULTS & CO

7 Secrets To Creating A Storybrand Website That Gets You Results

A SIMPLE GUIDE TO TRANSFORMING YOUR WEBSITE INTO A LEAD GENERATING MACHINE USING THE STORYBRAND FRAMEWORK

WHY AREN'T MORE PEOPLE BUYING YOUR PRODUCTS & SERVICES ONLINE?

Growing a thriving business is becoming more complex. Reaching your ideal customer at the right time in the customer journey (with the right message) can seem impossible. StoryBrand changes all that!

We've used our 25 years of marketing experience to write this guide as an introduction to help business owners and marketers build better websites. Your website will follow the psychology of selling, so it is working for you to get more leads and make more sales.

It all starts with a strong BrandScript; take the time to get it right. Use the ideas in this guide, and you'll avoid months, if not years, of trial and error in your implementation. Your website will get staggering results before you know it, and your brand will truly thrive.


Happy StoryBranding,

James Hannan & Naomi Joy

Results and Co
Certified Storybrand Agency



[Schedule Call](#)

An overhead view of four business professionals (two men and two women) sitting around a wooden conference table. They are engaged in a meeting, looking at documents, a laptop, and a tablet. The documents include a 'MONTHLY FINANCIAL ANALYSIS' report with charts and tables. The text is overlaid in a large, white, serif font, centered on the image.

Most businesses waste
an enormous amount of
money and time on a
website and marketing
that does not deliver
results.

|

StoryBrand
Can Help
Your Business
Thrive

|

3 EASY STEPS TO A THRIVING BUSINESS



Step 1

Complete your Brandscript

Avoid jumping straight into your website. You must have your brand message clear first with a Storybrand Brandscript and Messaging guide.

If you need your Brandscript done or reviewed, we can help.

See our [options here](#).

Step 2

Read and Implement this Guide

This will help you achieve a basic level of implementation, great for small businesses.

If you require a Certified Storybrand Guide to get it all done for you fast without the hassles,

[schedule a call](#).

Step 3

Scale your business and 10X results

Launch your new website and marketing collateral then watch your leads & sales increase. We can help you with ads & SEO

Remember to measure and make adjustments along the way.

[Schedule Call](#)

01



Tell your
customers
what you do and
why they should
care—clearly!



01

TELL YOUR CUSTOMERS WHAT YOU DO AND WHY THEY SHOULD CARE-CLEARLY!

This may seem like a really obvious statement.

You have only 5 seconds to convey what you do clearly or risk losing your customer. Customers scan websites looking for the answers to their problems.

If they can't identify what you do (or what you sell) within 5 seconds, they will move on, and you will lose valuable leads.

When someone lands on your website, you have to answer these three questions:

01

WHAT IS IT THAT YOU OFFER?

Is it a product or a service? If it's a service, is there an easier way to articulate your offerings? Are you in retail and want to frame your business as a brand?

02

HOW WILL IT MAKE MY LIFE BETTER OR WHY SHOULD I CARE ABOUT WHAT YOU SELL?

It should answer these questions: What problem does your service solve for the customer? What pain point do you address with your products or services?

03

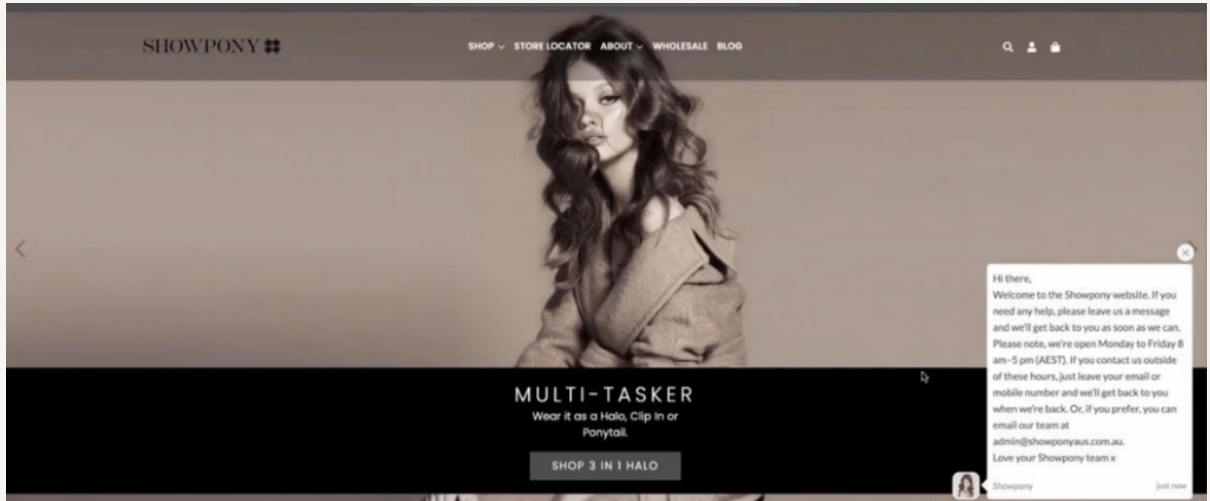
WHAT DO I NEED TO DO TO BUY?

What is the next step you want your potential customer to take? A lead magnet with an opt-in form, a demo of your services, or the purchase button (which should be more clear)?

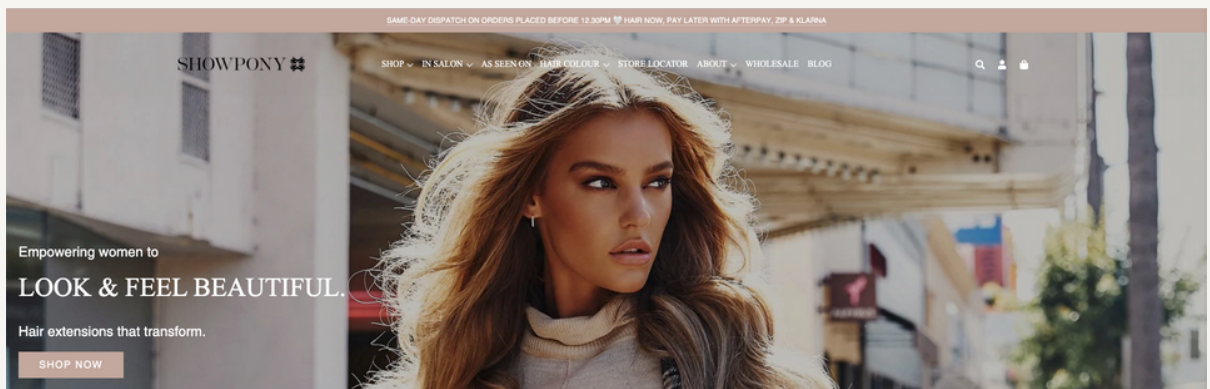
TELL YOUR CUSTOMERS WHAT YOU DO AND WHY THEY SHOULD CARE-CLEARLY!

Here are two examples from Showponies hero sections:

Before




After



Which one is clearer? It will always be the one that answers those questions.

Read more about the 5 second rule (a.k.a the Grunt Test) on our Blog.
resultsandco.com.au/blog/storybrand-grunt-test-donald-miller/



The time, energy, and money I spent with James and his team was one of the best investments I made this year. The end product and the entire experience of working with them exceeded my high expectations.

Tadeo Jun
CEO-Global Financial Crimes

02



words
over
design



02

WORDS OVER DESIGN

The words you use on your website are more important than the images, functionality and design. This is the biggest mistake business owners make with their websites. They put all of their focus on design and nifty functions and forget the words. Not that there's anything wrong with design (we create websites for our clients that look spectacular).

But many businesses focus on how the website will look and forget the most crucial aspect that will generate leads and make sales...**the words.**

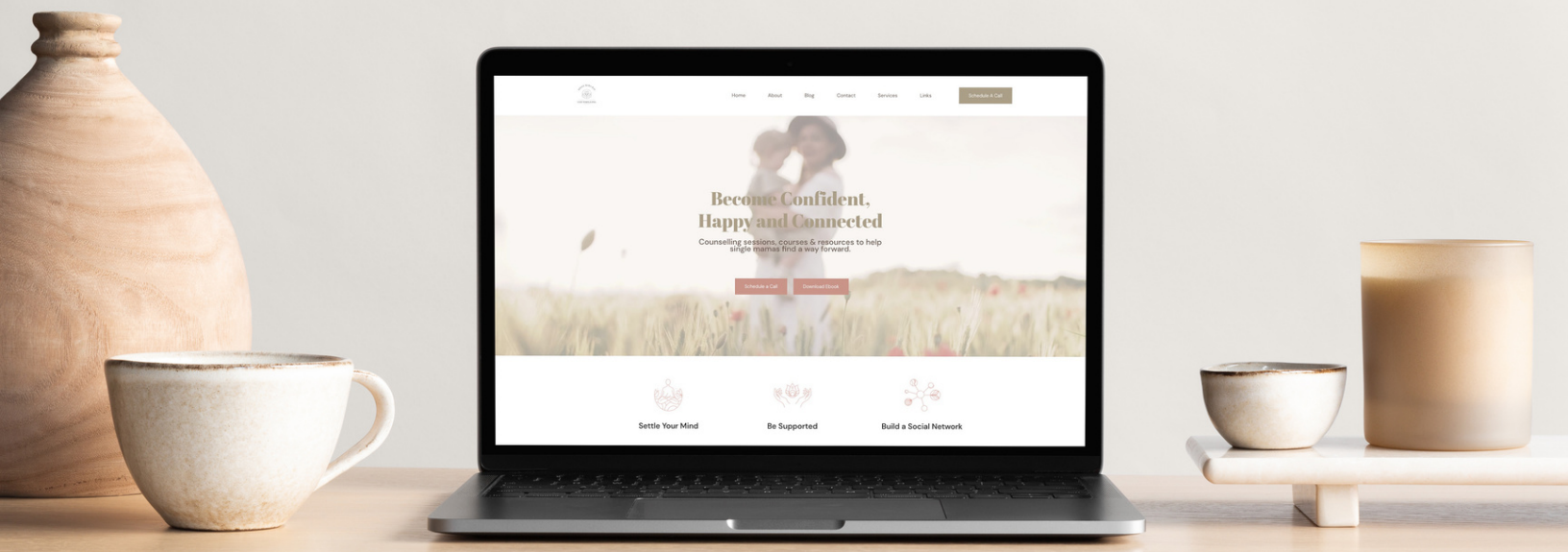
Your website could be as simple as a black font with a white background with no images, and it will outsell many fancy websites with poor copywriting.



Yes, that's right. As Donald Miller says:


People only buy once they read the words or hear the words that make them buy.

WORDS OVER DESIGN



A great website will give a customer just the right amount of product information, blended with a compelling brand narrative. If you use too much information, you risk confusing your customer and reducing your conversion rate.

Investing in a Story brand Guide that understands how to instantly make your client go “Finally, this is where I need to be” as soon as they come to your website can double, triple or even x10 your revenue.

A top-down view of a person's hands working at a wooden desk. The person is wearing a white long-sleeved shirt and a watch on their left wrist. They are using a silver laptop. On the desk, there is a smartphone, a pair of white headphones, a pencil, and several magazines. One magazine is titled 'TYPEBEAS' and another 'HIGHSNOBIETY'. A cup of coffee is also visible. The background is a dark, textured surface.

I spent 2 hours working with James and Naomi on my Brand Script. What an outstanding experience to collaborate with business-savvy professionals who understand me and care about my business.

I have worked with dozens of marketing firms over the past 40 years, and this was the first time I was heard by a discerning team invested in my success. My work in the engineering and construction industry can be complex and technical. James and Naomi took the time to understand every nuance. I cannot wait to continue our work together.

Sharon Ferruccio
Marcomm Experts

03



Include a
clear call
to action
button



03

INCLUDE A CLEAR CALL TO ACTION

It is surprising how many brands fail to include a clear and direct call to action button. It is one of the biggest 'missed opportunities' we tend to see.

BAD CTA'S

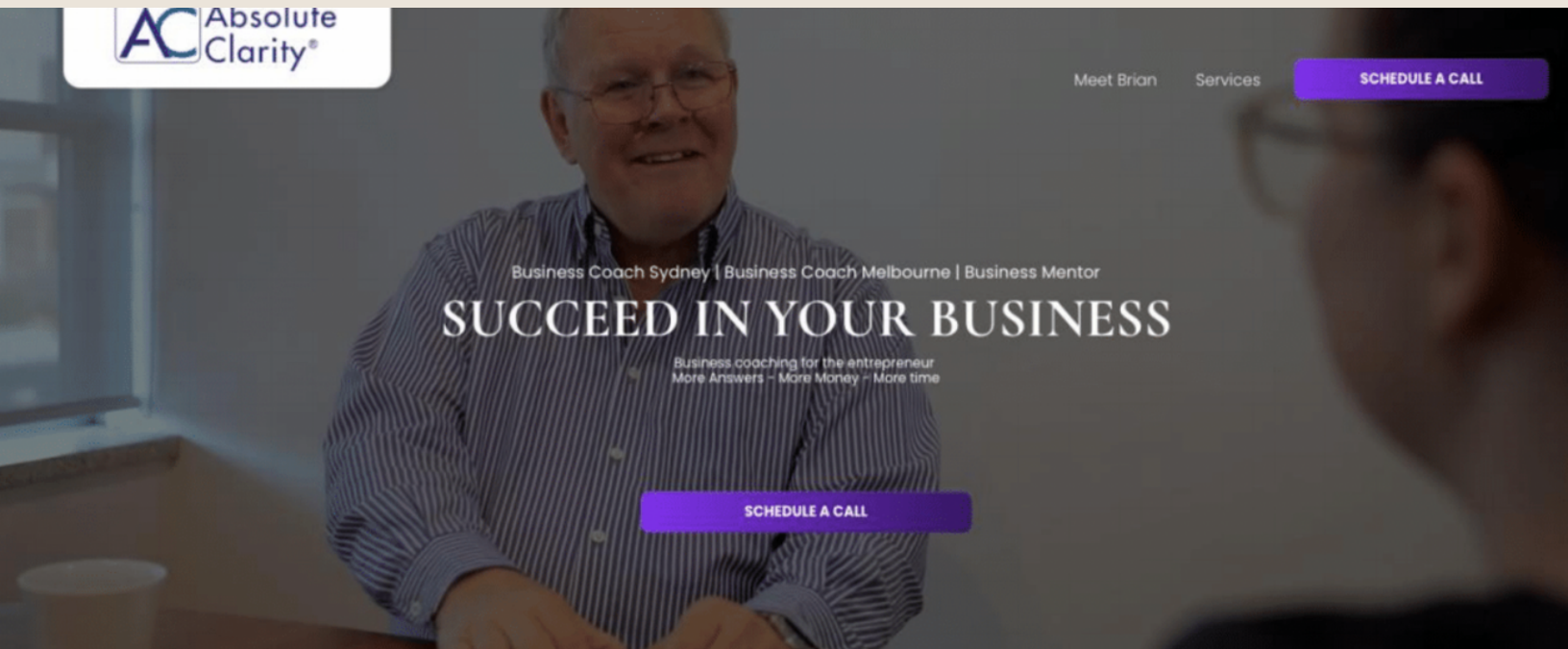
- | | |
|--------------|--------------|
| ● CONTACT | ● REQUEST |
| ● CLICK HERE | ● CONTINUE |
| ● DOWNLOAD | ● LEARN MORE |
| ● SUBMIT | ● ENTER |

GOOD CTA'S

- | | |
|-----------------------|----------------------------------|
| ● SCHEDULE A CALL | ● REQUEST A CALL BACK |
| ● WATCH NOW | ● DOWNLOAD THE STRATEGY TEMPLATE |
| ● GET THE FREE E-BOOK | ● START YOUR FREE TRIAL |
| ● BUY NOW | ● BOOK APPOINTMENT |

Also, try to make your CTA's in a contrasting colour; make sure they stand out as you can see on Absolute Clarity's website.

INCLUDE A CLEAR CALL TO ACTION



Location, location, location; Take into account your visitor's current position in their buying cycle and ask yourself if they would respond to what your CTA is offering at that time.

To increase conversion, we also recommend that your direct call to action should always be placed in each page's top right-hand corner. Then repeat the same call to action throughout your page.

Don't use multiple calls to action as it will confuse your customers. Remember, when you confuse, you lose.

04



97%
not
3%



04

97 % NOT 3 %

It's called the "Larger Market Formula", and most businesses do not understand mind-altering strategy. We say mind-altering because when you understand it, the way you think about marketing will be changed forever.

Most businesses build a website that targets only 3%. Yes, that's right, they target a fraction of their market and that 3% is then divided up between you and your competition, so the actual amount is probably closer to .3% (the positioning of a decimal point matters).

THE LARGER MARKET FORMULA WORKS LIKE THIS:

01

3% of your market are problem aware and ready to do something about it. This means they are actively seeking a solution, have done their research and are still unsure who they are going to use.

Every man and his dog is going after this market; it's competitive and harsh. If you are just playing here, be prepared for a battle every single day.

97 % NOT 3 %

02

17% of your market are problem aware but not ready to buy; they are in research mode. They are checking everything out online, talking to friends, and getting answers to their questions.

They're deciding on who they like and looking for someone they can trust.

Very few are targeting this market because they don't want to take a long term view; they want sales immediately, not realising the actual cost of missing a market that is almost 6 times the size of the one they have been going after.

03

20% of your market know they have a problem but haven't started researching yet. But it won't take much for them to tip over the threshold and start looking for someone they can throw their money at.

It could be an ad that shows up on Facebook, a word from a friend, or their next-door neighbour decides to get the same problem fixed before then.

You never know what it is, but something will push this person into a buying frenzy; you just have to be ready.

97 % **NOT** 3 %

04

60% of your market don't believe they have a problem. So we won't worry too much about them at this point. However, this strategy will have you ready to catch them when they move into the 20% or 17% markets.

HOW TO TARGET THE 40%

INCLUDE A TRANSITIONAL CALL TO ACTION

Whilst a Direct Call to Action is vital, you'll miss out on business if this is the only path you point customers toward.

That's where transitional calls to action come in.

A transitional call to action comes after the direct call to action and offers people a less "risky" path to doing business with you. It allows you to deepen the relationship and build trust.

In fact, this ebook you are reading is an example of a transitional call to action.

There are many tricks to finding the best transitional call to action; for now, just think of something of value that you can offer your potential client and see how many leads you can capture in the next 30 days.

If you do not include a transitional call to action, you are handing customers to your competitors!

97 % *04* NOT 3 %

Here are a few ideas and examples of transitional calls to action that can dramatically shape your business:

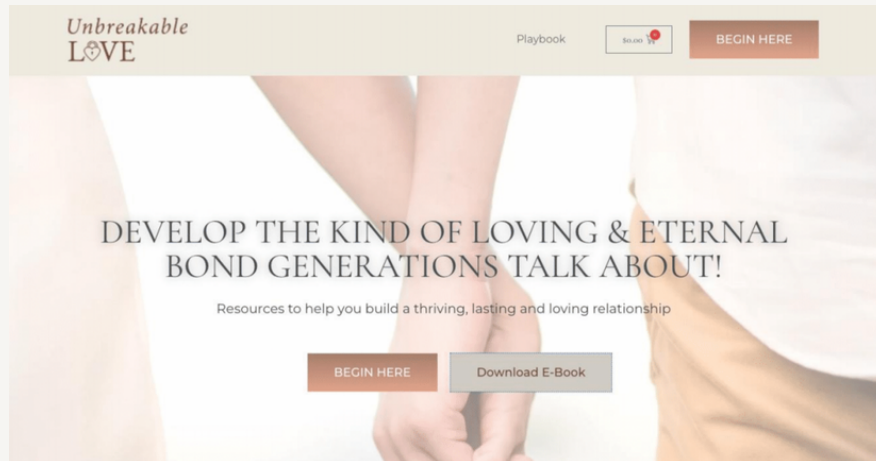
- Give away free information (Download our 7 day diet plan)
- Offer a free trial (Try our software FREE for 30 days)
- Watch a video (FREE 3 part training video : How to train your dog)
- Offer a quiz (Which pet is right for you? Take the 3 minute quiz)
- Provide a Case Study (see how this business transformed by using our widget)
- Do a webinar that solves a problem for your customer (How To Create Your Story brand One-Liner)

When done well, a transitional call to action can do four powerful things for your brand:

- Positions you as the Authority in your industry
- Creates reciprocity
- Deepens the customer relationship
- Captures their details so that you can continue the customer journey and increase conversion (through an email sequence).

97% **NOT** 3%

Here is an example from our client Unbreakable Love:



97 % **NOT** 3 %

HERE'S WHAT YOU DO:

TIP 01

Create a popup with your free offer on your website.

TIP 02

Add the offer to each page on your site(down in the bottom section).

TIP 03

Connect it to your favourite email automation provider and automate a sales sequence of emails.

TIP 04

Continue a nurture campaign to your list.

Once you create the right offer and start getting traffic to your site, you will be amazed at the number of people prepared to leave their details for a free gift. Your list is the most powerful asset you will have for generating sales

05



It's the
Hero's
journey
and that's
not you!



05

IT'S THE HERO'S JOURNEY AND THAT'S NOT YOU!

The mistake of most businesses is that they make their website all about them and how good they are. They talk nothing about the struggles and problems of their customer.

If you haven't read Donald Miller's book "StoryBrand: The 7 part framework" then be prepared to rearrange your whole world and see your role in your client's journey changed forever.

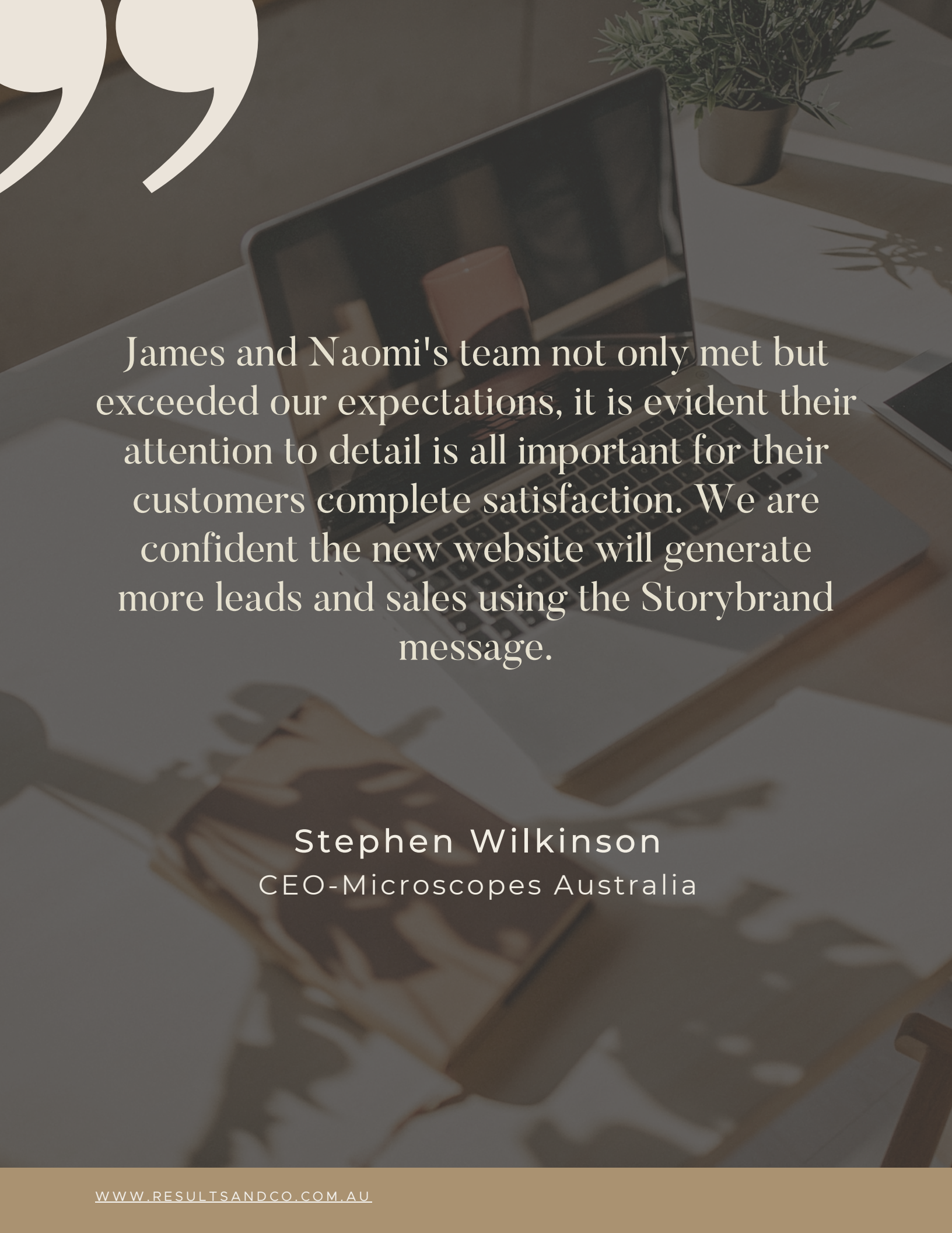

Using the transformative power of story in marketing is not new. What is new is how Donald explains it and the framework he gives to support business owners like you.

Many make the mistake of thinking they're the hero of the story, but in fact, you're not. You're more powerful than that.

As Donald explains, the hero is the weakest character in the story; the strongest character is the guide... That's YOU!

Your website needs to speak to the hero and help them overcome their challenge or obstacle. Everything changes as soon as you make your marketing all about your customer.

We call this the hero's journey. The way to craft the story of your hero's journey is through a Brandscript.



James and Naomi's team not only met but exceeded our expectations, it is evident their attention to detail is all important for their customers complete satisfaction. We are confident the new website will generate more leads and sales using the Storybrand message.

Stephen Wilkinson
CEO-Microscopes Australia

06



Your
website
should be a clear
reflection of your
brandscript



06

YOUR WEBSITE SHOULD BE A CLEAR REFLECTION OF YOUR BRANDSCRIPT

A BrandScript is a document you can use to ensure you're always completely on brand in your messaging. Most companies have tried many branding techniques, but their communication has become cluttered and confusing.

A BrandScript means you know exactly who you are and what you offer your customers, and it reigns you in so you never go off-brand.

It can be included in your brand and communication guidelines for all your team and anyone you work with.

THE 8 CRITICAL FEATURES OF A BRANDSCRIPT CAN BE CREATED BY ANSWERING THESE QUESTIONS:

- What does your customer want?
- What's the external problem they are dealing with?
- What's the internal problem? (How is the external problem making them feel?)
- What empathetic statement can your brand make toward your customer's internal problem?


YOUR WEBSITE SHOULD BE A CLEAR REFLECTION OF YOUR BRANDSCRIPT

- Why are you an authority to solve your customer's problem?
- What's your plan to ease your customer's fear and confusion?
- What is the direct call to action?
- What does life look like for your customer if you solve their problem?
- Your Customers Transformation - what is their aspirational identity?

If your website or marketing communications are not based on your Brandscript, you may not have a compelling brand message.

You can use the online tool to create a free BrandScript, or we have included one on the next page for you to print and use.


YOUR WEBSITE SHOULD BE A CLEAR REFLECTION OF YOUR BRANDSCRIPT

>  | Test BrandScript


WATCH INTRO VIDEO

Test BrandScript

📄 ⌚ 👤 + 📝 NOTEPAD

 **A CHARACTER**

WHAT DO THEY WANT?


 **HAS A PROBLEM**

VILLAIN

EXTERNAL


INTERNAL

PHILOSOPHICAL

 **AND MEETS A GUIDE**


EMPATHY

AUTHORITY

 **WHO GIVES THEM A PLAN**


PROCESS

AGREEMENT


 **AND CALLS THEM TO ACTION**

DIRECT


TRANSITIONAL


 **THAT ENDS IN A SUCCESS**

• _____

 **THAT HELPS THEM AVOID FAILURE**

• _____

 **WATCH TUTORIAL**

 **CHARACTER TRANSFORMATION**

FROM _____ TO _____

Read more about Brandscripts here:
<https://resultsandco.com.au/brand-story/>

07



Google
is looking for
YOU but couldn't
find you



07

GOOGLE IS LOOKING FOR YOU BUT CAN'T FIND YOU

Everyone wants to be found on google. Local businesses want to be found in Google Maps (right hand column), e.g., Bakery near me (who doesn't love a good Danish), and every business wants to be found in google search (middle section).

The challenge is that no thought is put into what keywords will the business be able to rank for. Note that I said "be able to rank for" not "want to rank for". These are two very different things.

Google search is a machine, a very intelligent machine, but still a machine. It relies on data to decide what is valuable and what isn't.

WHEN GOOGLES BOTS COME AND CRAWL (DOESN'T SOUND VERY NICE, DOES IT) YOUR SITE, THEY'RE LOOKING FOR TRIGGERS TO TELL THEM WHAT YOUR SITE IS ABOUT, SPECIFICALLY:

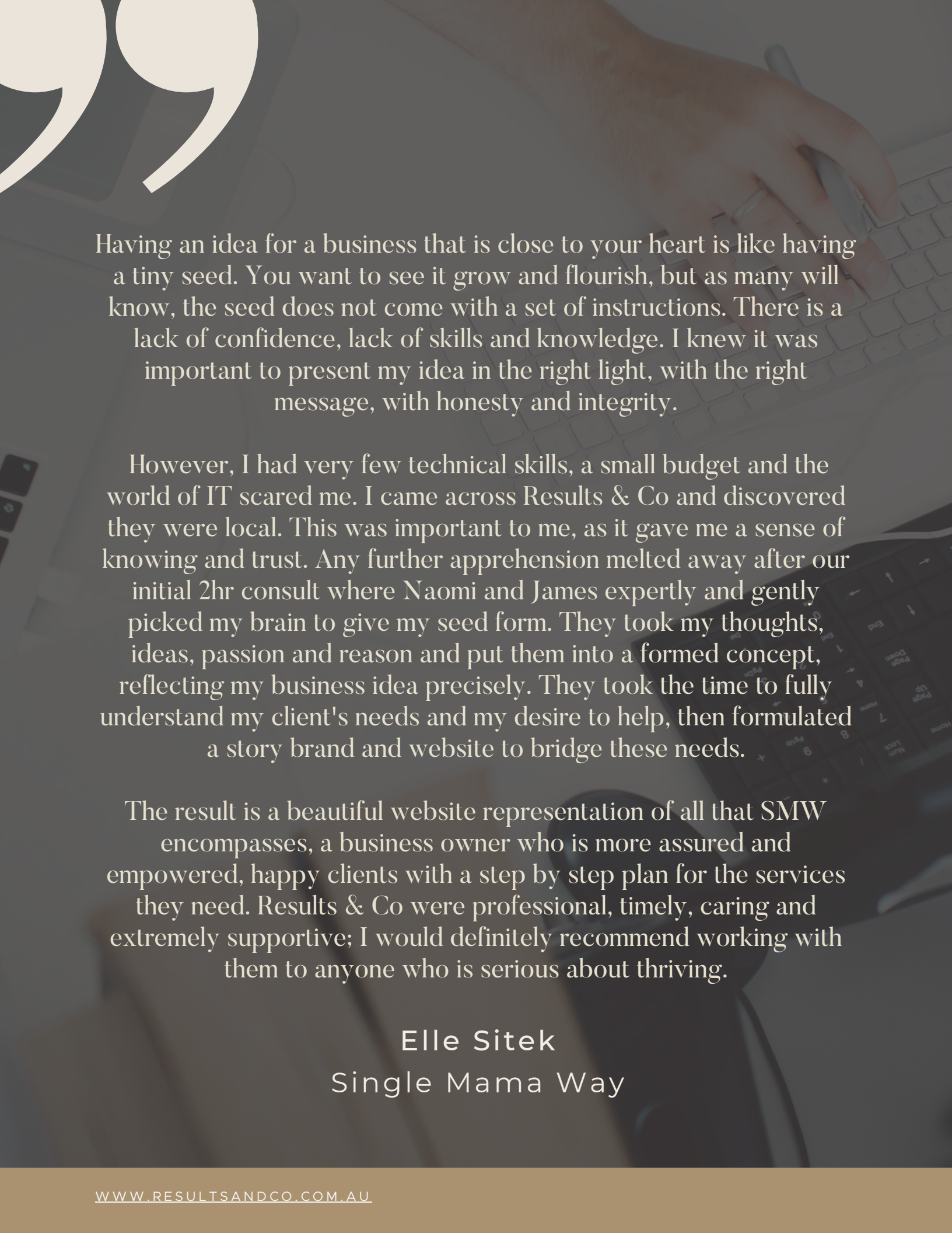
● META DATA	● EXTERNAL LINKS
● H TAGS	● ALT TAG
● DESCRIPTION	● AND MORE
● INTERNAL LINKS	

GOOGLE IS LOOKING FOR YOU BUT CAN'T FIND YOU

The challenge is, that even if all of this is perfect if the keyword you are targeting is too competitive, you won't rank.

For clients that request it, we always do keyword research first. This allows us to target those keywords in our writing to ensure you receive the best results in your SEO.

Then our incredible designers ensure that each image has alt tags that aid in google image search. They also ensure you have the correct H1 and H2 tags in place.



Having an idea for a business that is close to your heart is like having a tiny seed. You want to see it grow and flourish, but as many will know, the seed does not come with a set of instructions. There is a lack of confidence, lack of skills and knowledge. I knew it was important to present my idea in the right light, with the right message, with honesty and integrity.

However, I had very few technical skills, a small budget and the world of IT scared me. I came across Results & Co and discovered they were local. This was important to me, as it gave me a sense of knowing and trust. Any further apprehension melted away after our initial 2hr consult where Naomi and James expertly and gently picked my brain to give my seed form. They took my thoughts, ideas, passion and reason and put them into a formed concept, reflecting my business idea precisely. They took the time to fully understand my client's needs and my desire to help, then formulated a story brand and website to bridge these needs.

The result is a beautiful website representation of all that SMW encompasses, a business owner who is more assured and empowered, happy clients with a step by step plan for the services they need. Results & Co were professional, timely, caring and extremely supportive; I would definitely recommend working with them to anyone who is serious about thriving.

Elle Sitek
Single Mama Way



Next Steps



NEXT STEPS

Need more help? Make it happen fast! Everything starts with getting your story clear with a strong Brandscript.

3 SIMPLE STEPS TO TELL YOUR STORY IN A CLEAR & COMPELLING WAY

01

SCHEDULE A CALL

Click the link and schedule a time for us to meet via zoom. We talk about the goals you have for your business and what you need.

02

BRANDSCRIPT SESSION

Our Storybrand Guides will spend 2 hours with you unpacking your brand story. We then create a beautifully presented Brandscript and Messaging Guide within 14 days.

03

CONFIDENTLY MARKET

Your Brandscript is used to create your wireframe (word for your website), website, emails, social media, newsletter, brochures, business cards and all other marketing moving forward.

[Schedule Call](#)

NEXT STEPS

Don't be left behind by your competition. It's time to get a Certified Storybrand Guide who can help you clarify your brand message and implement it into all your marketing to 10X your results.

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