



# THE STORYBRAND WEBSITE CHECKLIST

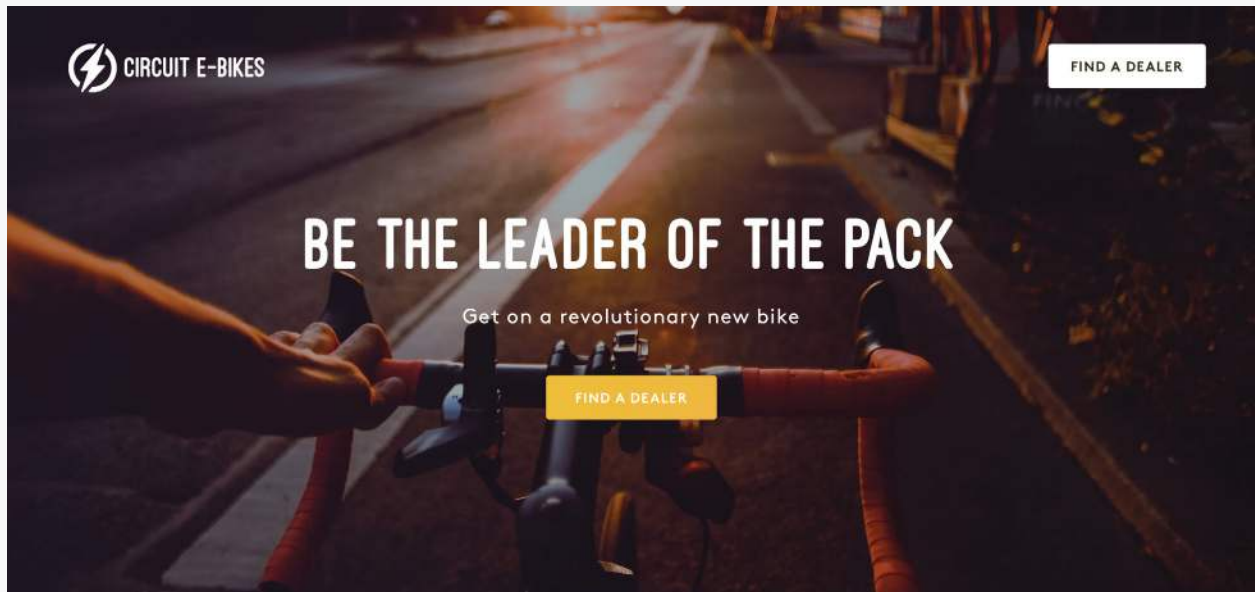
## INTRODUCTION

# The StoryBrand Website Checklist

When a customer lands on your website, you only have a few seconds to communicate why they should do business with you. There are nine sections of a website that are proven to increase sales. Each of these sections are like hooks in the pond and the more of them you include, the more fish you will catch.

# Header

The header is the very top of your website and the first thing people will see. This section introduces you to your customer and must explain what you offer, how people can get it, and how it will make their lives better. People don't read websites, they scan them, so keep the text minimal.

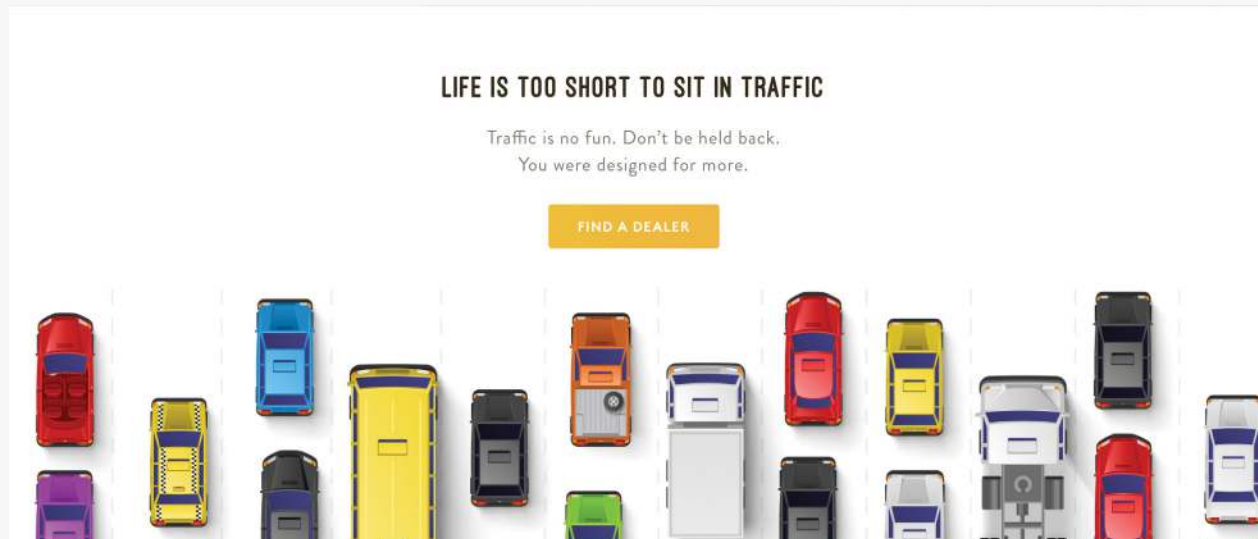


## Checklist

- Clearly communicate what you offer
- Explain how your product or service will make your customer's life better
- Make it easy for you customer to purchase your product or service
- Display photos depicting the aspirational success of your character

# The Stakes

This section explains what pain you are saving customers from. What is it going to cost the customer if they don't do business with you?



## Checklist

- Explain the negative consequences your customer will experience if they don't do business with you or buy your product.

# Value Proposition

This section adds value to your product and service by listing its benefits. List three or four things your customer will get as a result of engaging with your brand.

**SAVE TIME AND TAKE BACK CONTROL OF YOUR LIFE WITH A CIRCUIT E-BIKE**

**AVOID PARKING HASSLES**  
Ditch the parking meter - and park wherever you want - when you get on an E-Bike.

**SAVE MONEY ON GAS**  
Hop on your e-bike for even half your trips and enjoy a significant dip in your gas expenses.

**ARRIVE ON TIME - OR EARLIER**  
Impress your boss when you're the first one at the office everyday.

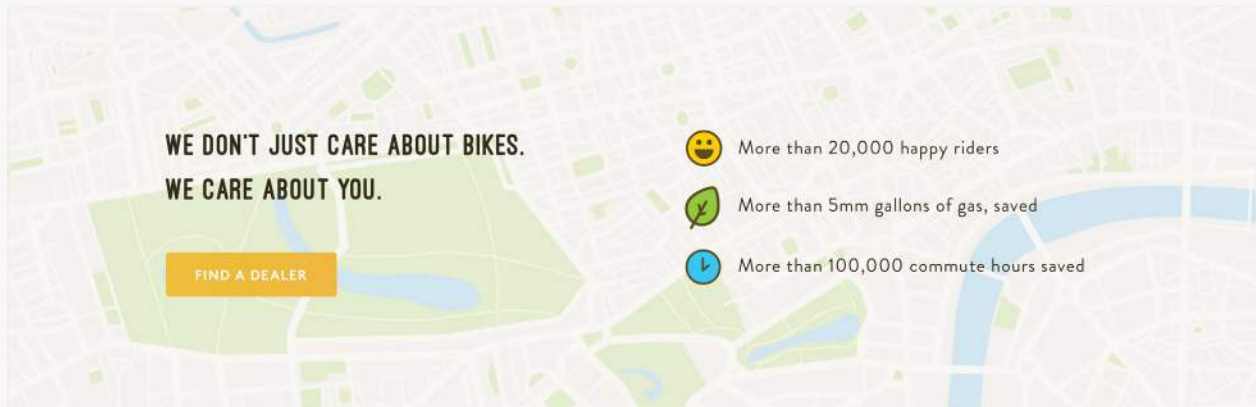
[FIND A DEALER](#)

## Checklist

- Use icons/graphics and a bold title above the descriptions
- Communicate success - explain the value or success you will deliver to your customers

# The Guide

This section positions yourself or your brand as the guide who can solve your customer's problem by demonstrating empathy and explaining why you are competent to solve your customer's problem.

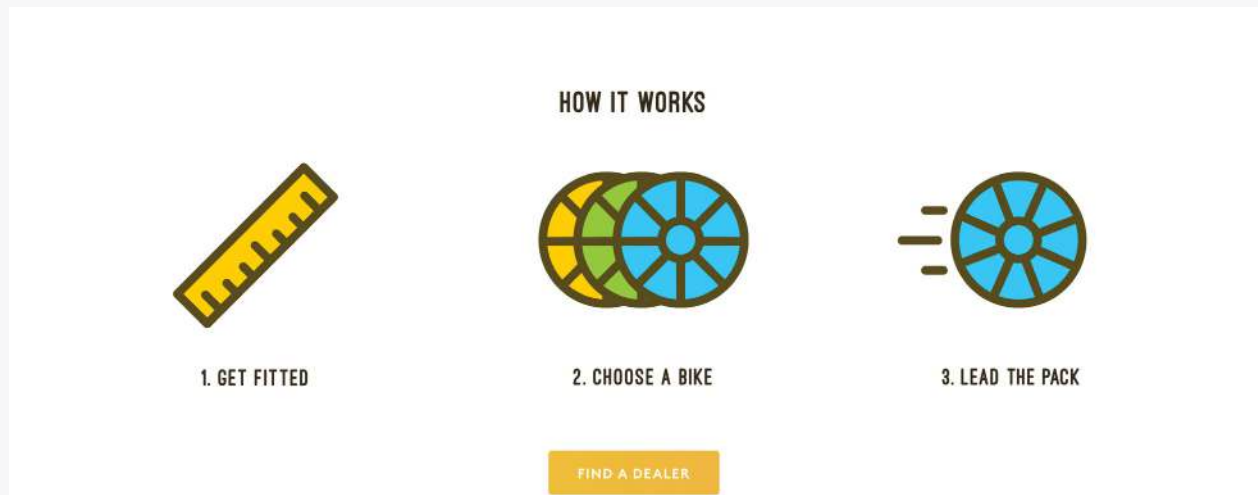


## Checklist

- Empathize with your customer's problems
- Demonstrate your authority (testimonials, logos of brands you've worked with, statistics)

# The Plan

In this section, reveal the path a customer can take to do business with you and solve their problem. The key here is to make the process of doing business with you look as easy as possible, almost like baby steps. 3 steps is ideal, don't do more than 4.

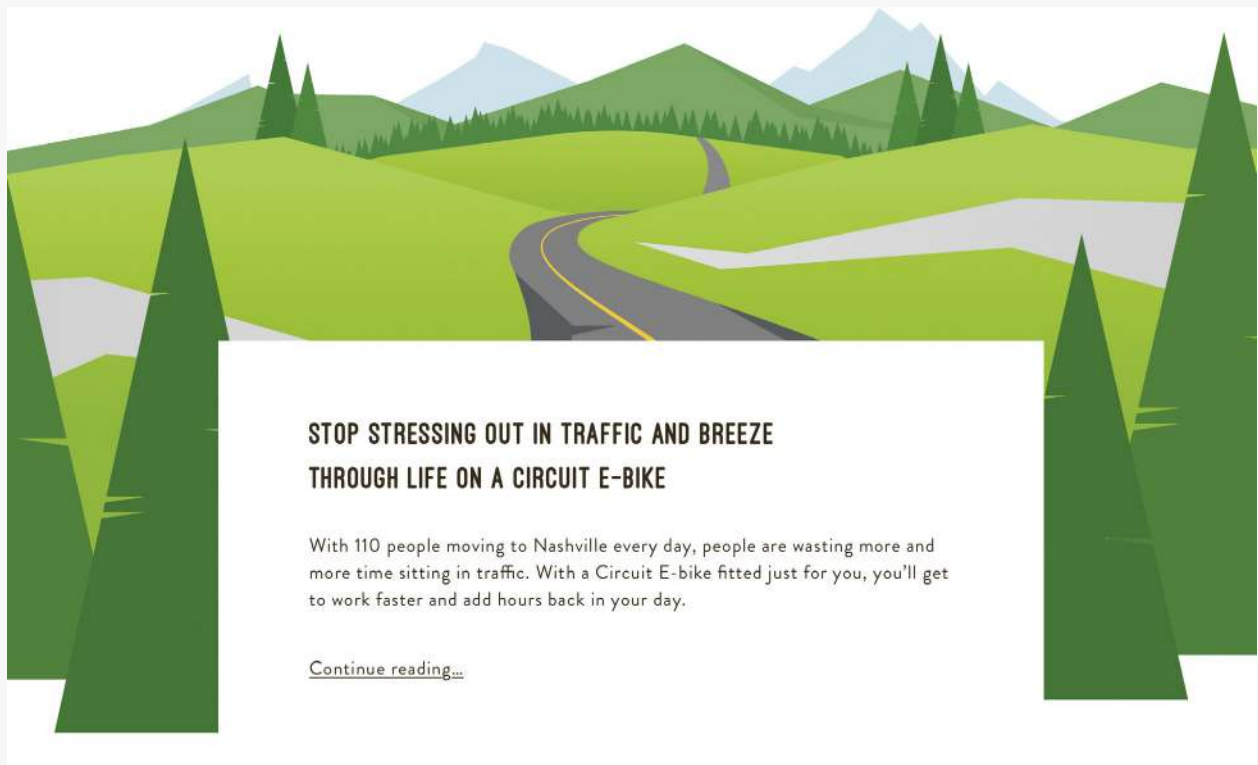


## Checklist

- Display a plan that will lift the fog for your customer ("3 Easy Steps" with descriptions of each step and a title)

# Explanatory Paragraph

In the explanatory paragraph section you can go a little more in-depth. This section is a long-form explanation of what you do and how you solve your customer's problem. Your customers will read this section and feel that they have done their due diligence before buying your product. This is also where you will improve your SEO.



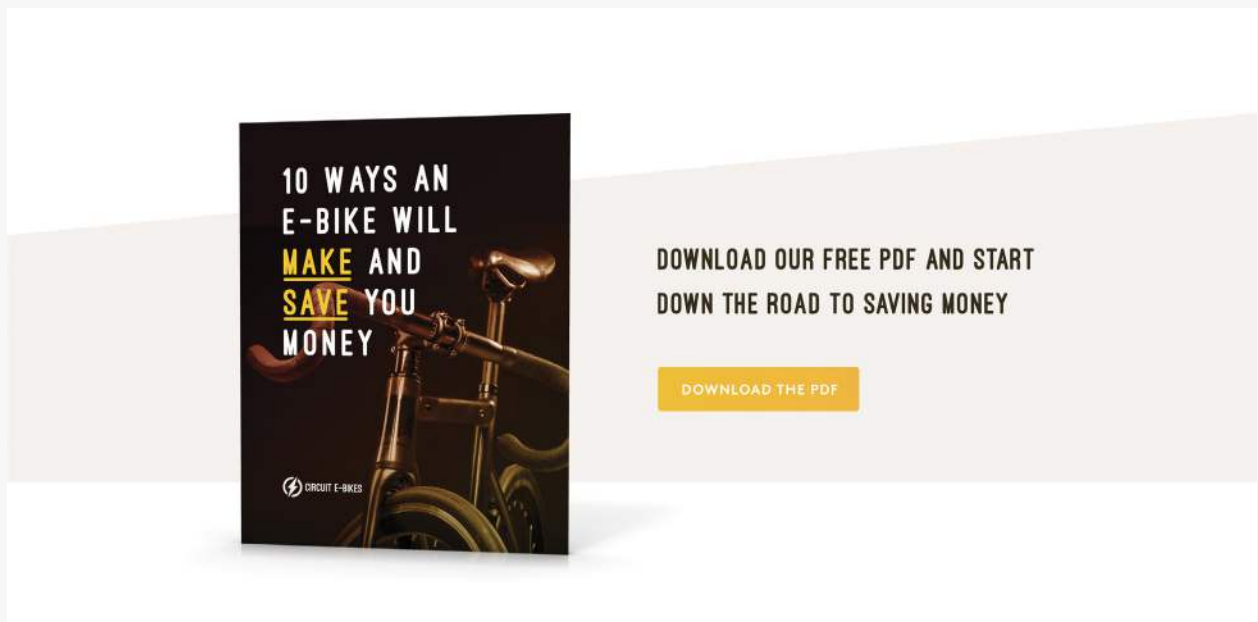
## Checklist

- State the problem you solve, the solution your brand offers, and the success that your customers will experience
- Use each part of the StoryBrand Messaging Framework to write the explanatory paragraph
- Make the text collapsable



# Lead Generator

A lead generator allows a customer to engage with your brand in exchange for contact information without having to place an order. Good lead generators are typically PDFs or videos. Use a pop-up to bring attention to your lead generator, but also have a static section on your homepage as well.

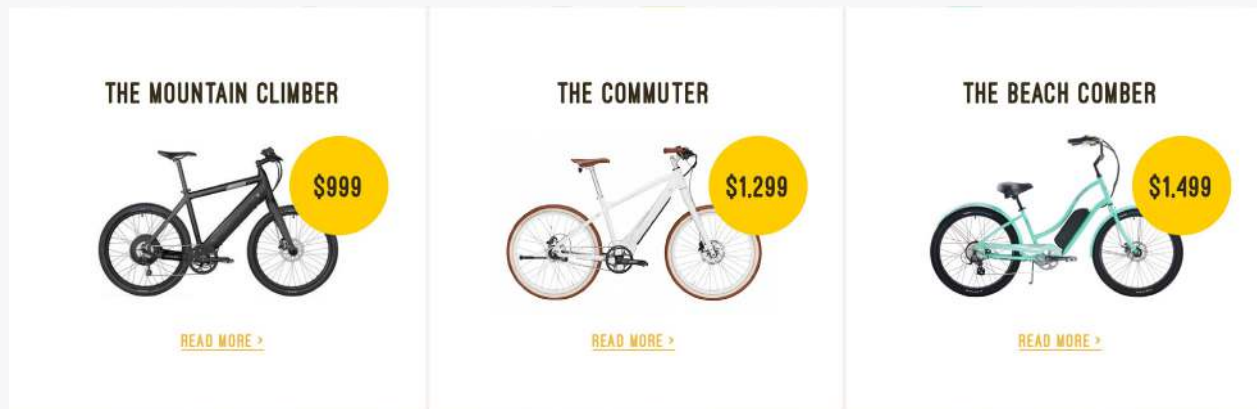


## Checklist

- Give it a catchy title
- Collect an email address
- Make sure the copy in this section "sells" the download button

# Price Choices (optional)

If you have different divisions of your company or products/packages with different pricing, you can create a specific section to highlight those.

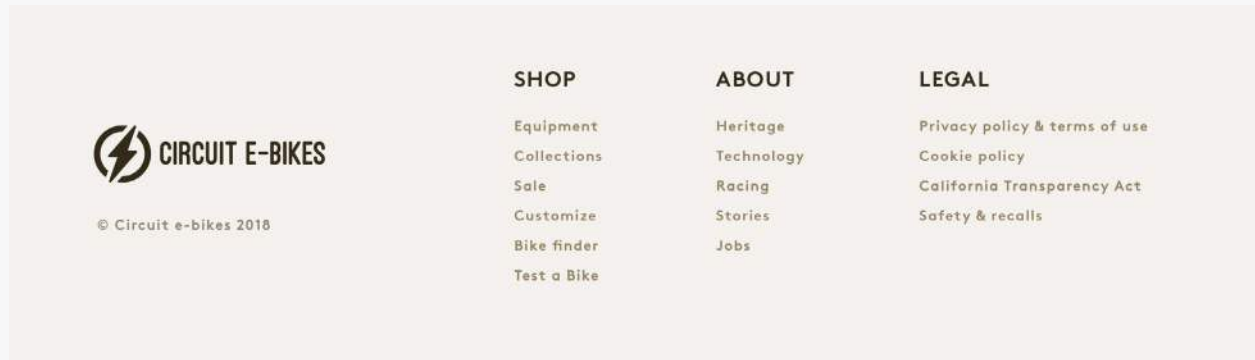


## Checklist

- Package your products to make it easy to buy
- Include bite-sized breakdowns of your product or service

# Junk Drawer

People will scroll down for the login, job opportunities, and even contact information. Don't junk up your website with too many links that delude the "buy now" button. Instead, place all that stuff at the bottom of the page in the junk drawer.



## Checklist

- FAQ
- Employment opportunities
- Contact us
- Blog
- Social links

## Don't Forget These Important Tips:

1. Have a controlling idea
2. Don't talk too much about yourself
3. Invite customers into a story
4. Include a sense of drama
5. Overcome objections