



Meet the eXpert Workshop

Applying Mythical Storytelling To Your Corporate Story

The Georgian Club

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GrowthANSWERS
Find, Keep and Grow Your Customer

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Business Strategy X Tactical Marketing X Sales Execution =

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CUSTOMER WARS

Please use the space below. For the villain column place yourself in the shoes of your target audience. How are you being attacked?

For the Hero column, write out ways you overcome the dark force and help your clients achieve success!

VILLAIN'S POWER List as many ways (or nouns) the villain is attacking your customers OR your customer's customer.	HEROIC ABILITIES How are you a hero? (verbs work great here!)
1 GA ex. <i>Clutter in their messaging... OR... Clutter</i>	1 GA ex. <i>Clarity... Calm Clarity</i>
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10



VILLAIN SENTENCE

Try to personify what is attacking your customer or target audience - think "Darth Vader" coming after your helpless audience. This will help you wrap your head around what we are trying to ask you to do. You'll want to frame your sentence differently, but for the sake of this exercise, please follow this format. Feel free to do just one, or play around and do all three as the formula is the same.

GA Example: Clutter is destroying your message from being understood.

Other good verb choices; hindering, stopping, distracting, clouding, blocking, keeping, etc

_____, is _____
(Villain's Power - from column) (Verb - consequence)
from _____.
(achieving what?)

_____, is _____
(Villain's Power - from column) (Verb - consequence)
from _____.
(achieving what?)

_____, is _____
(Villain's Power - use column) (Verb - consequence)
from _____.
(achieving what?)

** Feel free to change the form of this villain sentence as you see fit. We are only offering this as an example.*



HERO SENTENCE

Tap into what makes you and your company heroic. Use the force. Make your sentence compelling, uplifting, even inspiring. Speak directly to the villain's powers and use powerful language to defeat the evil forces.

GA example: That's why at GrowthANSWERS we combat raging noise with compelling clarity and believe truth will prevail.

Other verb substations instead of believe; use, cause, give, render generate, finish, meet, achieve, succeed, progress to, form , accomplish, do, become, etc...

That's why at _____ we combat _____
(your company) (Villain's Power)

with _____ and believe _____.
(noun) (your belief)

That's why at _____ we combat _____
(your company) (Villain's Power)

with _____ and create _____.
(noun) (your belief)

That's why at _____ we combat _____
(your company) (Villain's Power)

with _____ and utilize _____.
(noun) (your belief)

