

StoryBrand

Clarity Worksheet

By Evunn.com

STORYBRAND CLARITY WORKSHEET

Instructions:

Use this worksheet to map out your messaging using Donald Miller's SB7 framework. Fill in each section as it relates to your customer and offer. Be honest, be specific, and think like your customer!

PART 1: A CHARACTER

1. Who is your ideal customer? (Be specific — niche it down!)

Example: Busy 9–5 professionals who want to start a side hustle but don't know where to begin.

Your Answer:

.....
.....
.....
.....

2. What do they want most?

Example: To start a profitable business with limited time and money.

Your Answer:

.....
.....

PART 2: HAS A PROBLEM

3. What external problem are they facing?

Example: No time or energy to learn everything from scratch.

Your Answer:

.....
.

4. What internal problem does that cause them to feel?

Example: Overwhelmed, stuck, insecure about business decisions.

Your Answer:

.....

5. What philosophical problem is at stake?

Example: “Starting a business shouldn’t be this hard for someone who works hard.

Your Answer:

.....

PART 3: AND MEETS A GUIDE

6. How will you show empathy?

Example: “I know what it’s like to juggle a job and still want more.”

Your Answer:

.....

7. How will you demonstrate authority?

Example: “Over 2,000 professionals have used our roadmap to build successful side businesses.”

Your Answer:

.....

PART 4: WHO GIVES THEM A PLAN

8. What 3-step plan can you offer?

Example:

1. Join the platform
2. Pick a learning path
3. Launch and grow with mentorship

Your Answer:

1.
2.
3.

PART 5: AND CALLS THEM TO ACTION

9. What is your direct call to action? (Strong, clear, no fluff)

Example: “Start Free Trial,” “Join Now,” “Book a Call”

Your Answer:

.....

10. What is your transitional call to action? (Low-commitment freebie)

Example: “Download Free Summary,” “Join the Free WhatsApp Group”

Your Answer:

.....

PART 6: THAT HELPS THEM AVOID FAILURE

11. What are the consequences of doing nothing?

Example: Wasting more time, losing money on random courses, staying stuck

Your Answer:

.....

.....

PART 7: AND ENDS IN SUCCESS

12. What does success look like for your customer?

Example: Confidently running a side business, earning extra income, gaining respect

Your Answer:

.....

.....

BONUS SECTION: BRAND STORY SNAPSHOT

Write 1–2 sentences summarizing your full brand story using the above answers.

Start with:

At [your brand name], we help [ideal customer] who [problem] by [solution], so they can [success].

Example:

At Evunn, we help busy 9–5 professionals who feel stuck and overwhelmed by business advice by giving them a step-by-step roadmap and book summaries that guide them to launch and grow their side hustle with confidence — in less time.

Your Turn:

.....

.....

.....

Want Feedback from us?

Send your worksheet to Doers Circle Premium WhatsApp group with this message:

“Here’s my StoryBrand BrandScript for feedback!”