

# 3 Ways To Get Your Story Straight

Easy steps to build clarity  
in your brand messaging



# DON'T EVER GIVE UP



In 1952, Florence Chadwick attempted to swim the 26-mile channel between the California coastline to Catalina Island. After 15 hours of swimming, a thick fog set in. So did her despair. She continued swimming for another hour before giving up. She was not able to see the coastline through the fog.

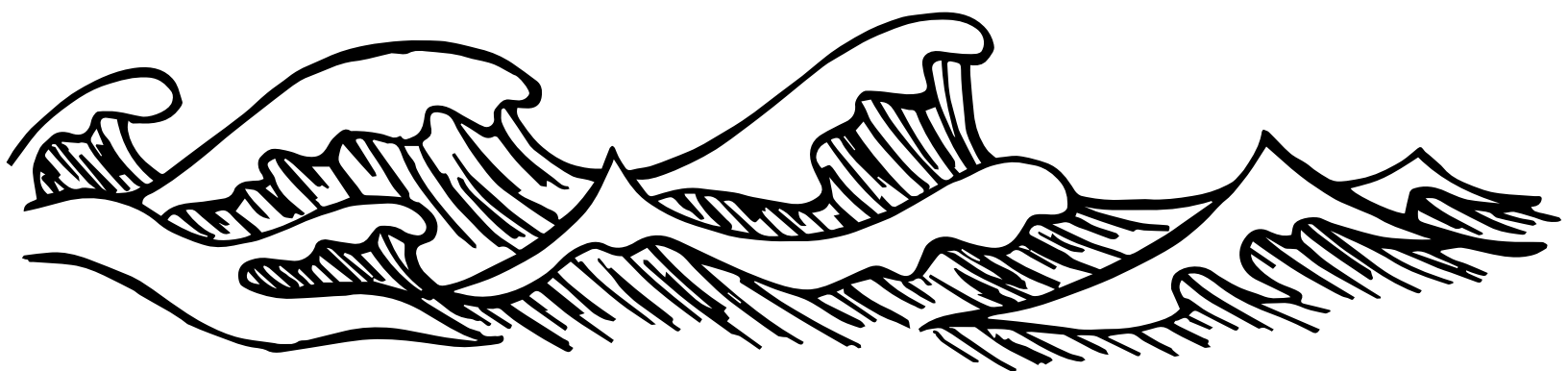
**She was pulled out less than a mile from the shore.**

At a news conference the following day she said, "All I could see was the fog. I think if I could have seen the shore, I would have made it."

When you started your business the shoreline felt easier to see. You knew what you wanted to do and what your business was about. The story felt clear. As business progressed the story became complicated. New characters have entered the story and the plot twists have left you looking for land only to see the fog.

Don't give up a mile short of the shore.  
There is good land ahead.

**Let's get your story straight.**



# CLEAR THE FOG

Do you remember the clarity you had when you launched your business? You may not have known how you were going to pull it all off, but you knew exactly what you wanted to do and what you wanted to be about. Then the fog rolled in. The fog of payroll expenses. The fog of building a website. The fog of legal compliance.

Somewhere along the line your business became foggy. You lost sight of the shore. This fog is essentially confusion. The curse of knowledge about your business has you so wrapped up in the details it is hard to take a step back and gain perspective.

Getting out of the fog really is about perspective.

I spent two decades as a preacher. We used to say: "If there's mist in the pulpit, there's fog in the pews."

To the extent you as the leader of your business are foggy on the story your business is telling, your employees will be confused too. More importantly, your customers will be confused and will move on.

How do you clear the fog? Ask yourself some questions:

- Where was my initial vision for my business?
- When was the last time things felt really clear?
- What factors in my business are creating fog today?

# KNOW YOUR ROLE

Have you ever watched kids absorbed in a session of make-believe? Great parents have pulled together some sort of costume closet to enhance the experience. Not-so-great parents supply the closet with JUST ONE princess costume. Picture two little girls playing pretend as the session is derailed by the fact there are two princesses with just one princess dress. Can you imagine the three-year-old fiasco!

"No, I'm the princess!" "You are NOT the princess!  
I'M THE PRINCESS!"

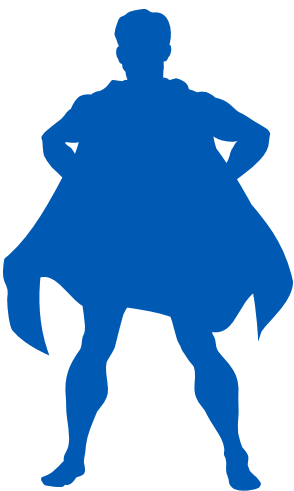
**Every story needs a hero. The hero is the one we are rooting for. Guess what? You are not the hero in the story your business is telling.**

You may have come up with an ingenious idea helping cure some ailment or made life ridiculously easy for the human species. But you are not the hero of the story. Your customer is.

Have made yourself the hero. Look at your website and promotional materials. Are you telling your story or theirs?

If you're not the hero of the story, who are you? Isn't there room for two heroes? Nope. You're the guide. Be the guide.

Heroes need a lot of help. Guides help the heroes. Behind every great hero is a great guide. Luke Skywalker had Yoda and Obi-Wan Kenobi. George Banks had Mary Poppins. Your customers have you. You help them win the day. Your role is the guide. Be the guide.





# CREATE A SUCCESSFUL ENDING

No one wants a lackluster ending to their story.

- What if the Karate Kid decided to skip the championship fight and went to get a frosty at Wendy's instead?
- What if Ray Kinsella (Kevin Costner) built his "Field of Dreams" and Shoeless Joe Jackson never showed up?
- What if Arnold Schwarzenegger said, "I know I said, 'I'll be back!' but Nordstrom has a half-yearly sale!"

**In every story there are only two possible endings:  
Success and Failure.**

What is the ending to your customer's story with you? Have you mapped out the end goal and then reverse-engineered the experience so every step from beginning to the end leads to success? Have you thought through what life looks like in the short-term and the long-term if your customers followed the path you are writing for them?

**Have you thought through what is at stake for your customer if they take another path?**

Create a successful ending for your customers. They'll not only be willing to go another round with you, but they will also share this story with their friends and family.

**This is called growing your business.**

**This is called living a great story.**



# REMEMBER FLORENCE CHADWICK



Remember Florence Chadwick? Two months after her first attempt, she re-entered the waters of the Pacific Ocean and reached her destination on the shores of Catalina Island. The same fog rolled in again during her swim. This time when she was interviewed, she said,

**"I kept a mental image of the shoreline in my mind while I was swimming."**

She later went on to accomplish this feat on two other occasions.

Do you see the beginnings of the fog clearing? Does it feel a bit overwhelming trying to figure out how to clear all of the fog? Do you need to get your story straight?

It's hard enough just running a business. We get it.

**Story is the universal clarifier. Here's what most people get wrong: we tell OUR story thinking it will help people trust us. It doesn't. Instead, we help you insert your business into the story your customer is already living so you help get them what they want.**





At Current Marketing Co. we know you want to create momentum in your business. In order to do this, your message needs to be crystal clear.

The problem is you're already overwhelmed because you don't have time to do it all.

**We believe you shouldn't have to do everything.**

You need help. Matt Davis, founder of Current Marketing Co. is a StoryBrand Certified Guide. He'll help you navigate and clear the fog.

Click the button below for a free 30-minute discovery call and website review to start the journey of getting your story straight.

