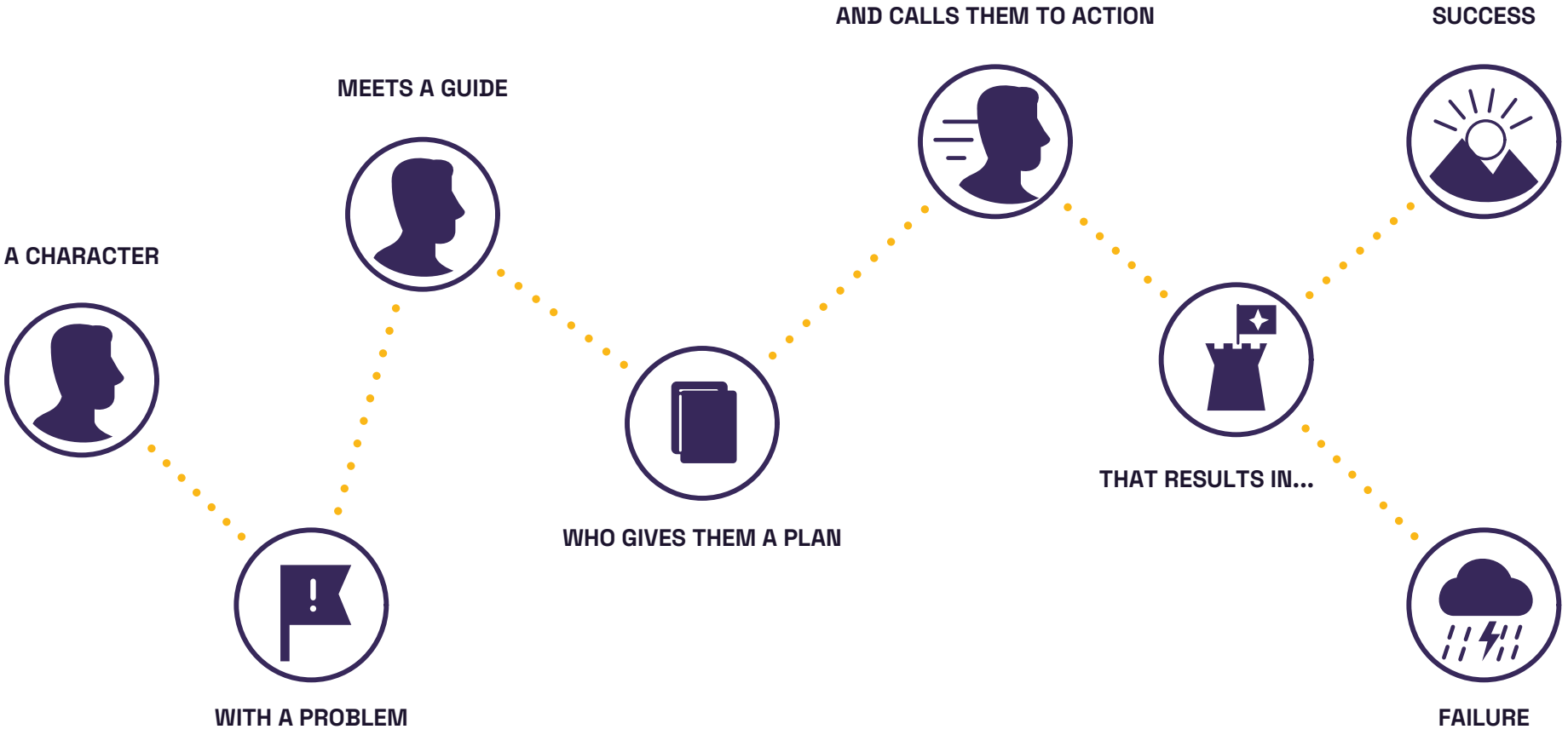
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The StoryBrand Messaging Filter

Make your customer the hero and your brand the guide.



The customer is the hero. Your brand is the guide.

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The 5 Stages of Awareness

Meet buyers where they are. Help them take the next step.

LESS AWARE → MORE AWARE

01 Unaware

Does not see the problem yet.

YOUR MOVE

Name the problem in their language.

02 Problem Aware

Sees the problem; needs a way forward.

YOUR MOVE

Show that a better way exists.

03 Solution Aware

Knows the options; has not found you.

YOUR MOVE

Position your offer as the right fit.

04 Product Aware

Knows your offer; needs confidence.

YOUR MOVE

Prove the fit with relevant evidence.

05 Most Aware

Wants your offer; is ready to act.

YOUR MOVE

Make the next step easy.

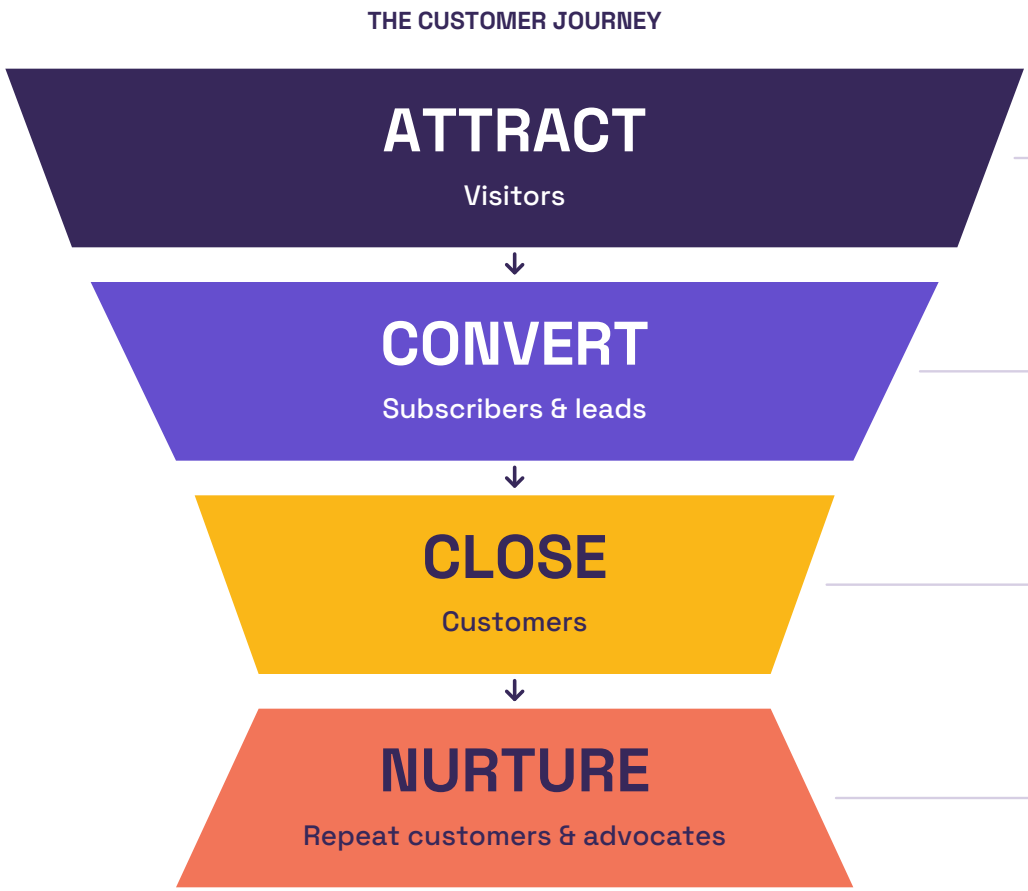
Match the message and next step to the buyer's current awareness.

Based on Eugene Schwartz, Breakthrough Advertising. Adapted for Crown Jewel Marketing.

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The Funnel

Turn attention into customers, and customers into advocates.



PURPOSE & TACTICS

Get discovered.

Search, social, advertising, referrals, content and a clear website.

Start a relationship.

Landing pages, lead magnets, forms, calls to action and email follow-up.

Earn the sale.

Conversations, demos, proposals, proof and timely follow-up.

Keep the relationship growing.

Onboarding, support, helpful emails, reviews, referrals and relevant next offers.

Nurturing supports the whole journey, before and after purchase.

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Hormozi's Core Four

Four ways to generate leads.

	PEOPLE WHO KNOW YOU	PEOPLE WHO DON'T KNOW YOU
1 TO 1 PRIVATE	**Warm Outreach** Reach out to people who already know you. Calls, texts, emails and direct messages.	**Cold Outreach** Start a conversation with people new to you. Cold email, calls and direct messages.
1 TO MANY PUBLIC	**Post Free Content** Share useful content people can discover and pass along. Posts, videos, podcasts and articles.	**Run Paid Ads** Pay to reach the people you want to serve. Search, social, display and video ads.

Content can reach new people; paid ads can also reach warm audiences.

Framework: Alex Hormozi / Acquisition.com. Visual adaptation: Crown Jewel Marketing.

crownjewelmarketing.com

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Value Ladder

Create a useful next offer as value and investment increase.

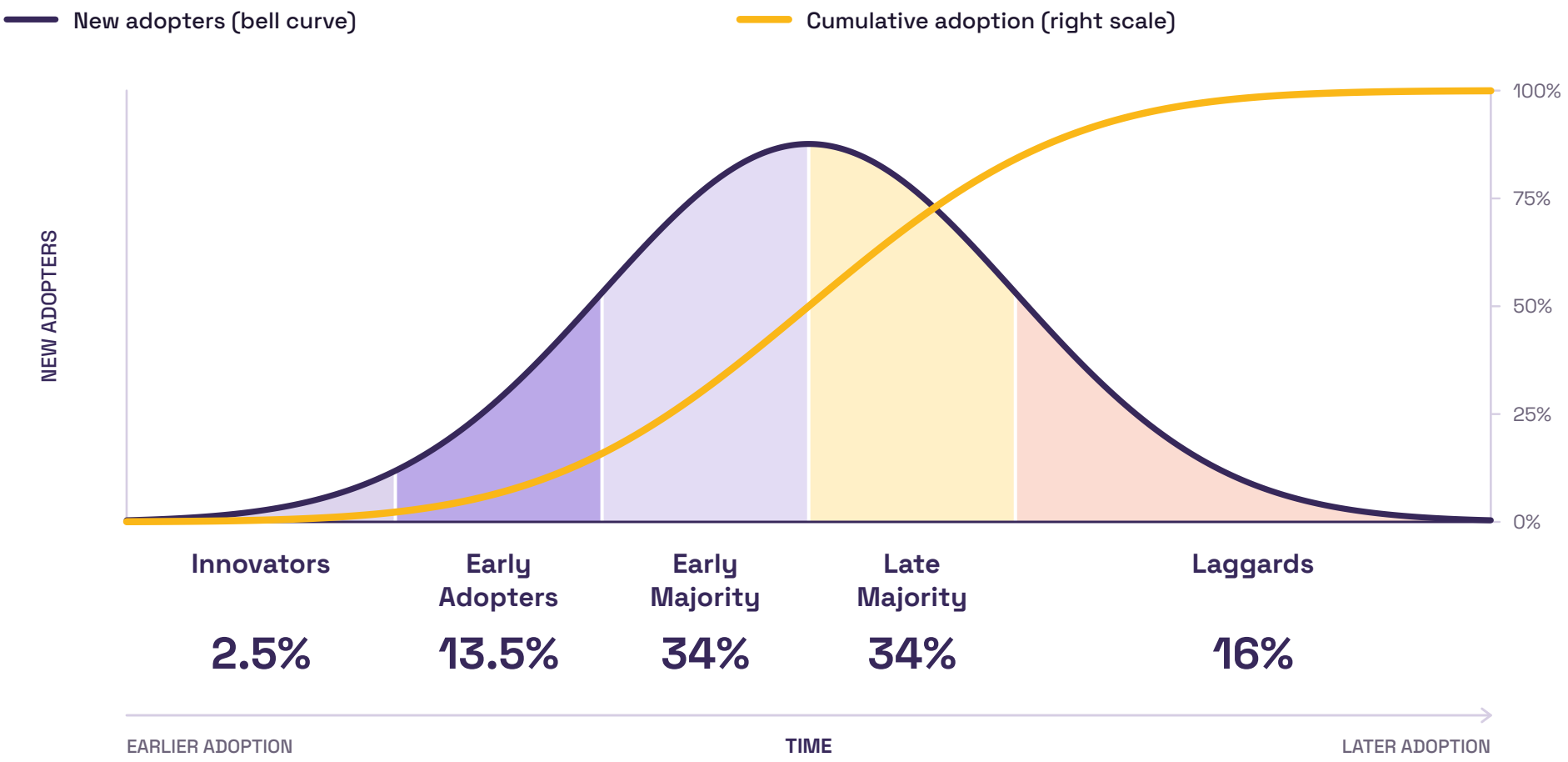


Customers can enter at different levels and do not need every step.

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Adoption Curve

Diffusion of Innovations: people adopt new ideas at different times.



Conceptual model. Percentages are conventional category shares in Rogers' model.

Framework: Everett M. Rogers, Diffusion of Innovations. Crown Jewel Marketing adaptation.

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Problem → Solution → Result

A simple way to explain what you solve and why it matters.



1 Problem

What is getting in the way?

Name the challenge and the frustration it creates.

2 Solution

How do you help?

Show the product, service or plan that solves it.

3 Result

What gets better?

Describe the outcome the customer can realistically expect.

BUILD YOUR ONE-LINER

[Customer] struggles with [problem]. We provide [solution] so they can [result].

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Owned vs. Rented Audiences

Use platform reach to build direct, permission-based relationships.

RENTED AUDIENCES

Reach people on their platforms.



PLATFORM ACCESS

Social followers / Paid reach

Platforms shape visibility
and access to your audience.

OPT IN

Subscribe
Get a guide
Register

OWNED AUDIENCES

Build direct connections.



DIRECT CONNECTION

Email / SMS / CRM

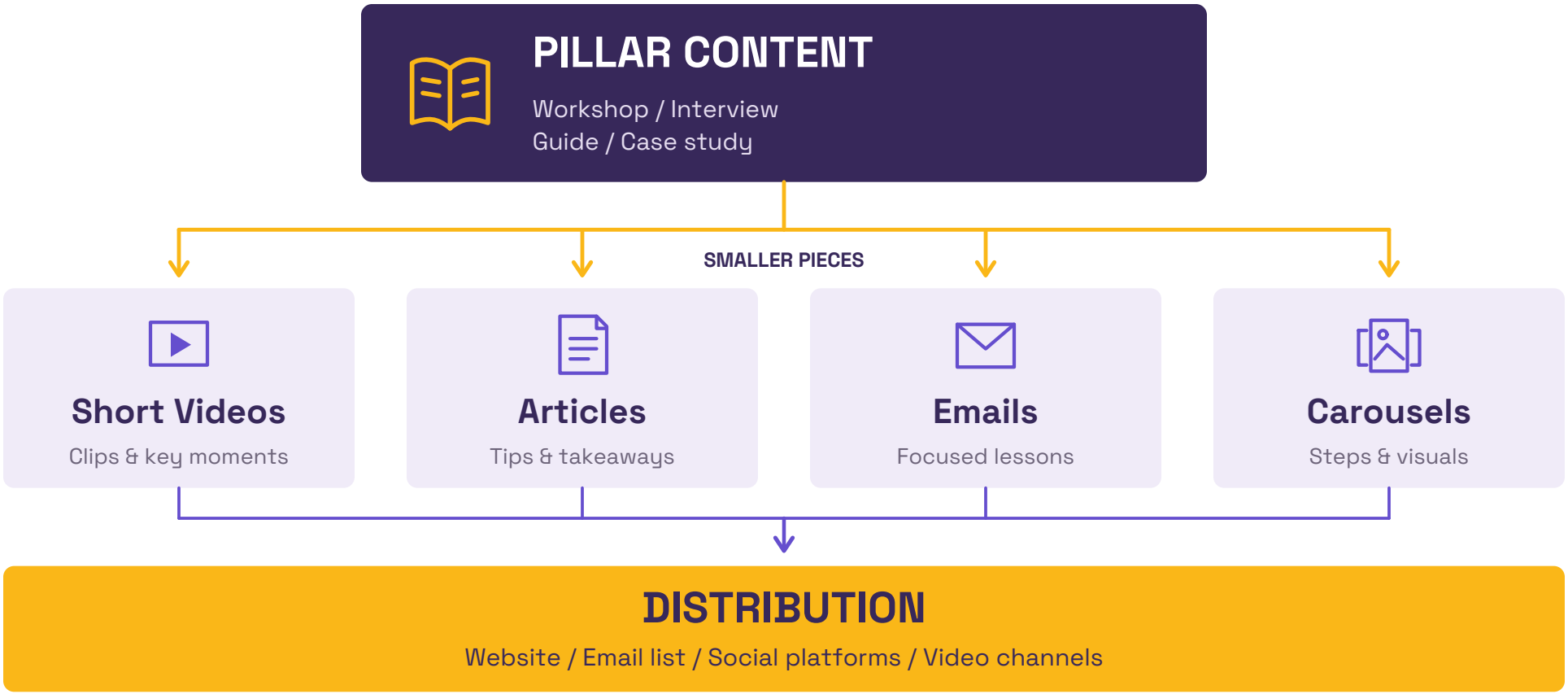
Permission-based contact data.
More control over follow-up.

Owned means more control. Permission and provider rules still apply.

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Content Hierarchy

One strong piece of content becomes many useful pieces.



Adapt each piece to its audience and channel. Use the response to shape what comes next.

Inspired by the GaryVee Content Model. Crown Jewel Marketing adaptation.

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CAC & LTV

Compare the cost to win a customer with the value of the relationship.

CAC

Customer Acquisition Cost

Acquisition sales & marketing cost
÷ New customers acquired

Use costs and customers from the same period.

$10,000 ÷ 10 = $1,000

LTV

Customer Lifetime Value

Avg. lifetime revenue per customer
× Gross margin

Simplified gross-profit estimate; before acquisition cost.

$5,000 × 60% = $3,000

ILLUSTRATIVE COMPARISON / PER CUSTOMER



LTV : CAC

3:1

In this example

LTV here estimates gross profit before CAC; it is not net profit.
Use comparable customer groups and review payback time as well as the ratio.

Illustrative figures. The 3:1 ratio is an example, not a universal target.

References: Stripe - customer lifetime value / CAC payback. CJM teaching example.

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Service Delivery Spectrum

DIY → DWY → DFY: choose who leads the work.

DIY

DO IT YOURSELF

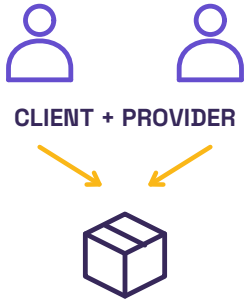


Client executes.

Templates, courses and self-service tools.

DWY

DONE WITH YOU



Client + provider collaborate.

Coaching, workshops and guided implementation.

DFY

DONE FOR YOU



Provider executes.

Managed work with client input and approval.

More client execution → More provider execution

DIY, DWY and DFY describe who does the work. Each can be standardized or customized.

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Grand Slam Offer

Give customers a compelling reason to choose your offer.

THE VALUE EQUATION

Perceived Value

=

1 INCREASE

Dream Outcome

Define a specific result customers want.

×

2 INCREASE

Perceived Likelihood of Success

Evidence, credibility + support.

3 SPEED: REDUCE

Time Delay

Deliver meaningful value sooner.

×

4 EASE: REDUCE

Effort & Sacrifice

Reduce the work and complexity customers manage.

COMPLETE THE OFFER

5 Value Stack

Bundle the products, services and deliverables that solve the customer's problem.

6 Risk Reversal

Address hesitation with appropriate guarantees or assurances.

7 Pricing & Positioning

Price for delivered value. Communicate why your offer is different.

A conceptual model for offer design, not a literal financial calculation.

Based on Alex Hormozi's $100M Offers. Crown Jewel Marketing adaptation.