

WORKSHEET

## Your Trusted Framework

---

### What's a framework — and why does it matter?

The best explanation of a framework I ever heard happened at a workshop I attended on a blazing hot July day in Nashville, Tennessee.

The air conditioning whirled in the background and we settled into our seats.

Don Miller of *Building a Storybrand* fame stood in front of us.

Don said, “I want you to imagine you are standing on the bank of a fast-moving river. Next to you is your prospect. They are in pain. They lack confidence. They’re not sure what they need.

You put your arm around their shoulder and point to the riverbank on the other side.

You say, *‘Do you see over there? That’s where the solution lies. We just have to get you to the other side so you can experience the solution for yourself.’*

Your prospect isn’t convinced. The river is moving fast and they don’t swim! How in the world would they get to the solution on the other side?

Here’s what you say. *‘Do you see that wide stepping stone just a few feet off of the bank? That's where we’re going first.*

*After that, we’ll move to the next stone. Do you see it over there?’*

Your prospect nods.

*‘After we get to the second stepping stone, we’ll move to the third one, together.’*

You go on like this, explaining exactly how you’re going to move across the river, step-by-step, until you get to the solution on the other side.”

In the best frameworks:

- The steps are clearly defined.
- Your prospect can see and understand each step.
- They know you’ll be with them every step of the way.

By the time you’ve spelled out the step-by-step journey using your framework, your prospect is convinced of several things.

1. **They know they can trust you** because you have a solution.
2. **They can see themselves arriving at that solution** with your help.
3. **They know the journey won’t take forever** — it has a beginning, a middle, and a happy ending.

And that, my friend, is the power of a framework!

## Think through your framework

The best frameworks are easy to understand and remember.

We want your prospect to be able to hold your framework in their mind.

To do this, you’re going to want to reduce it to its most essential steps.

**That means three to five steps total!**

You did some of this thinking in previous lessons. Now I want you to translate your thinking into framework steps:

- Describe each step using the fewest number of words possible.
- Convert it to second-person (“you”) language so the prospect can see themselves moving through your framework.

## EXAMPLES:

*They feel uninspired by their career choice and have hit an earnings plateau. They need help finding their strengths and negotiating for either a new job or new responsibilities — and better pay.*

*Translate how you’ll deliver the transformation into simple steps:*

*STEP 1: Review your career assets.*

*STEP 2: Decide which path to advancement you’ll pursue.*

*STEP 3: Navigate to your new position.*

*Their office is so disorganized they can’t find crucial paperwork and they miss important emails. They need a system for organizing their data, whether it’s on paper or digital.*

*Translate how you’ll deliver the transformation into simple steps:*

*STEP 1: Use our assessment to set goals for your day-to-day office life.*

*STEP 2: Purge unneeded items from your physical and digital space.*

*STEP 3: Create an ongoing process for streamlining data.*

## Your framework steps

**Beginning:** What ONE step will your customer do to begin your process?

*Hint: Start by thinking, “You will \_\_\_” then start with the verb. So “You will use our assessment to \_\_\_” becomes “Use our assessment to \_\_\_”*

**Middle:** What will the customer do in the middle step of your process? GOAL: 2-3 steps max.

**End:** What ONE step will the customer do to complete your process?

## How to brand your framework

To make this framework uniquely yours, think of a name for it.

Branding your framework with a unique name adds to its perceived value. It makes it easier to remember and talk about it in your marketing copy.

### IDEAS:

- Look for a name that’s “aspirational” and refers to the *results your customer will enjoy* — not the work they’ll have to do to get those results.
- Consider using the words method, system, formula, approach, process, strategy, way, mode, or program. Use a thesaurus to find variations of these words.
- If you can make your steps fit an acronym, even better. For example, I teach visual marketing using the IMAGE method, which combines Intention, Materials, Assistance, Guides, Excellence. This is optional, but if you can make it work, it’s a handy shortcut you can use to talk about your framework.

### FRAMEWORK BRAND EXAMPLES:

*Your framework for organizing paper and digital data becomes:*

***The Power Data Approach***

*Your framework for making healthy habit changes becomes:*

***The New LIFE System***

*Your framework for helping people find a position with better pay becomes:*

***The Future Fortune Method***

**Brainstorm ideas:** What could you call your framework?

**HOMEWORK:**

It's crucial to get feedback on this step! Consider creating a poll to ask for feedback in our private group. Share your thinking so we can support your efforts.