

An overhead, top-down view of a group of people sitting around a light-colored wooden table. They are working together, with several laptops open and various documents and tablets scattered on the table surface. The scene is dimly lit, with the primary light source coming from the screens of the laptops and tablets, creating a focused and collaborative atmosphere. The text is overlaid on this background.

Storytelling:

How to make customers love your brand

Luke Faccini

Brand Storyteller

The Sponge

@lukesponge

www.thesponge.com.au





*"Modern business has
to have a purpose other
than making money."*

Blake Mycoskie
Founder TOMS

















the/sponge[®]

*Help Good Businesses
Become Better Brands*




Bridge



the/sponge®

BRIDGE THE GAP



Learn to Craft a Bright, Authentic Brand Story That
Makes People Fall in Love with Your Business...

...And Turn Customers into Raving Fans.



We'll be moving fast!

What are your goals?



3 Signs of Brand Story Fail



Sign 1



You're misunderstood, forgotten or ignored

Sign 2

You're blindly firing away at everyone

Sign 3



You can't seem to cut through the noise

3

Strategic Shifts



Shift 3



Part of the noise

Shift 3



Part of the noise

T0: Buyers hanging on your every word

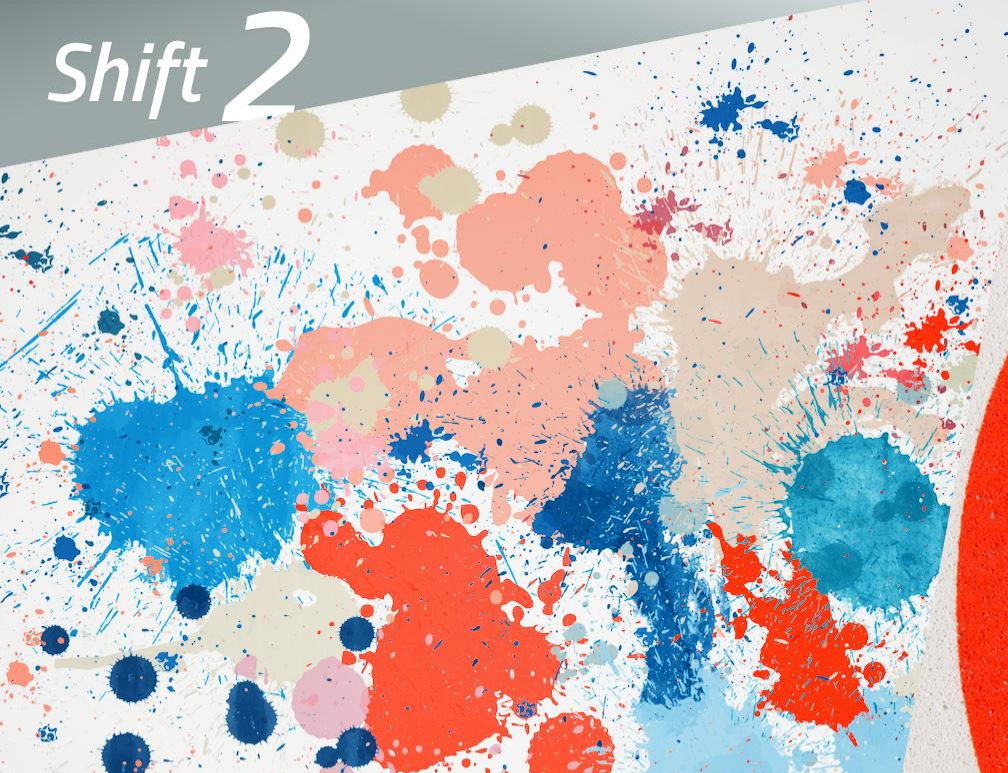
Shift 3



Shift 2

Wasting your money

Shift 2



Wasting your money

TO: Hitting the bullseye every time

Shift 2



Shift 1

Forgotten and ignored

Shift 1



Forgotten and ignored

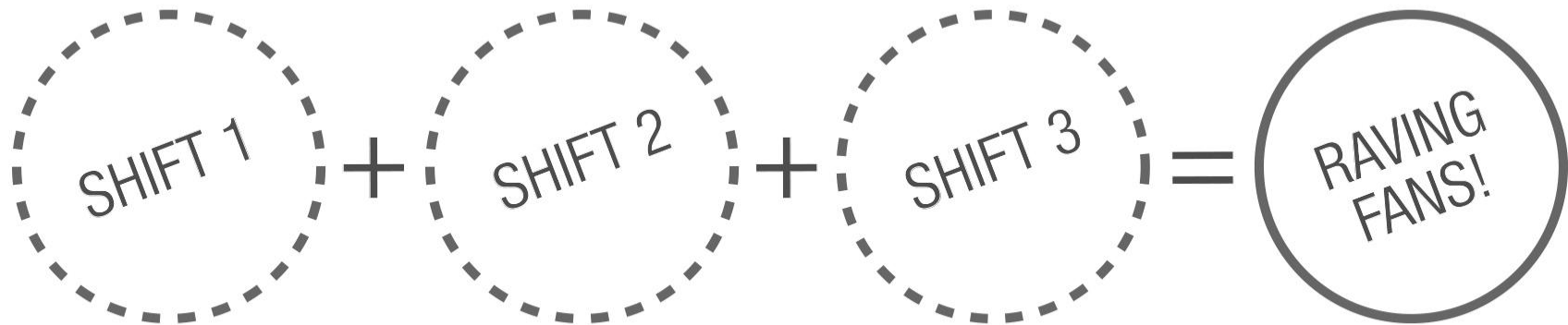


TO: Captivating hearts and minds

Shift 1



3 Shifts



Bonus



The shift that changes everything!



You're In Good Company!

The bold, courageous, daring,
revolutionary, leaders...

We love working with you!



Shift 1

Forgotten and ignored

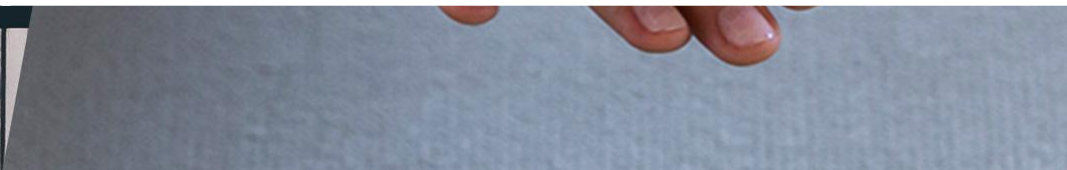
Shift 1



Forgotten and ignored

TO:

Captivating hearts and minds



Shift 1



3 Shifts



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Brand is an expectation of:

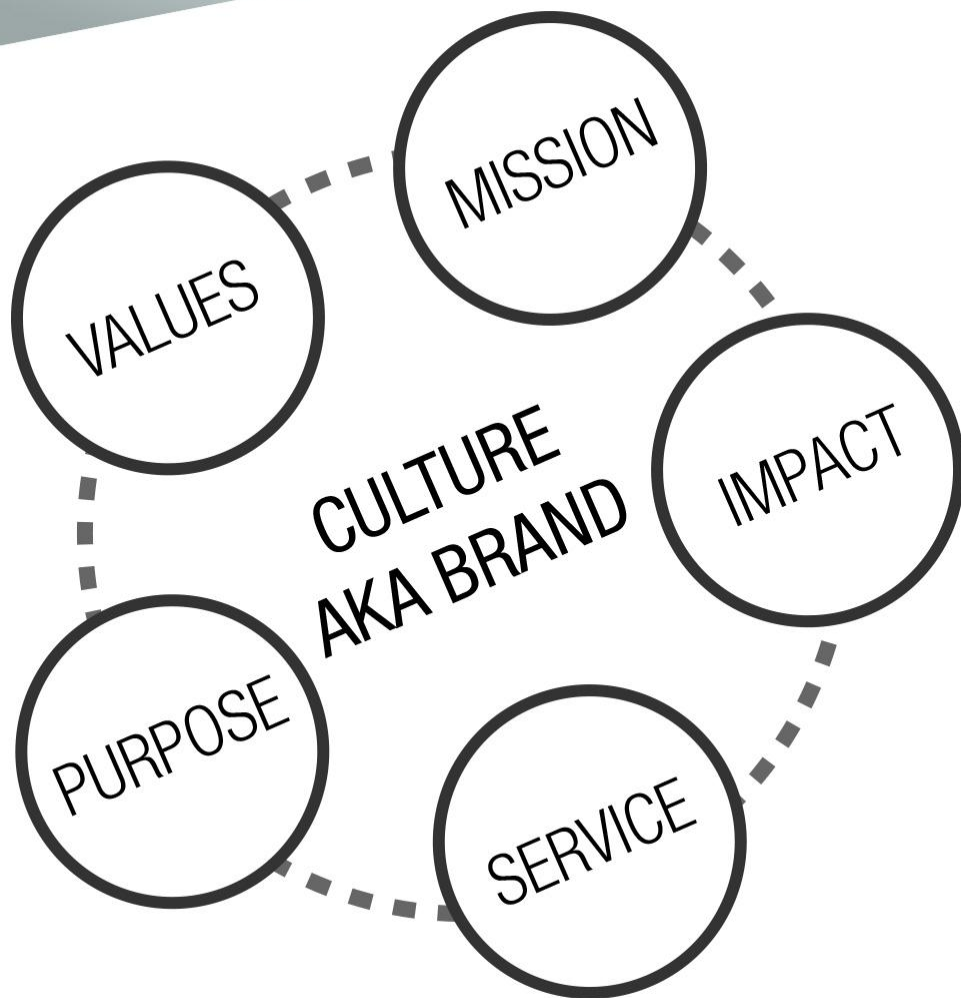
1. Quality
2. Experience
3. Connection



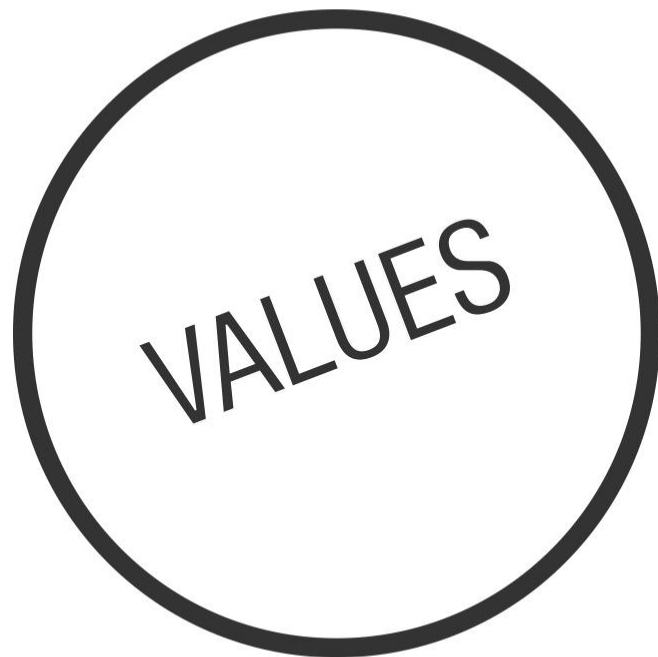
YOUR
BRAND
IS YOUR
CULTURE

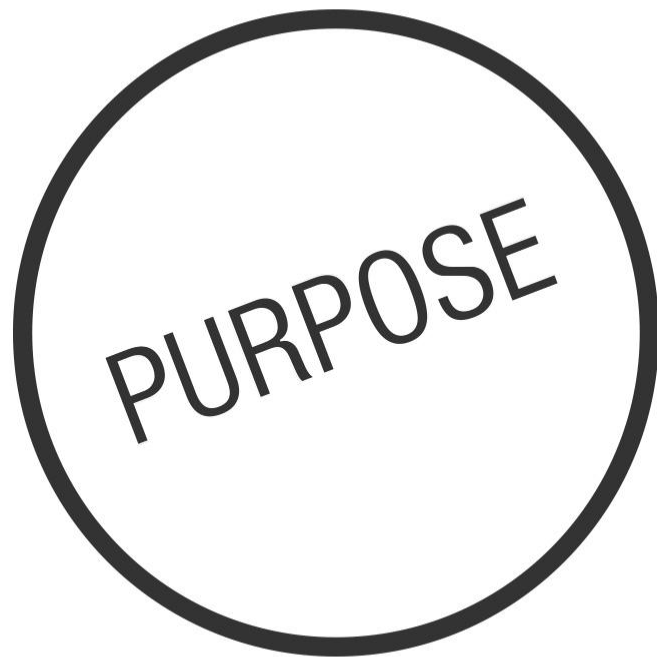
Tony Hsieh @zappos

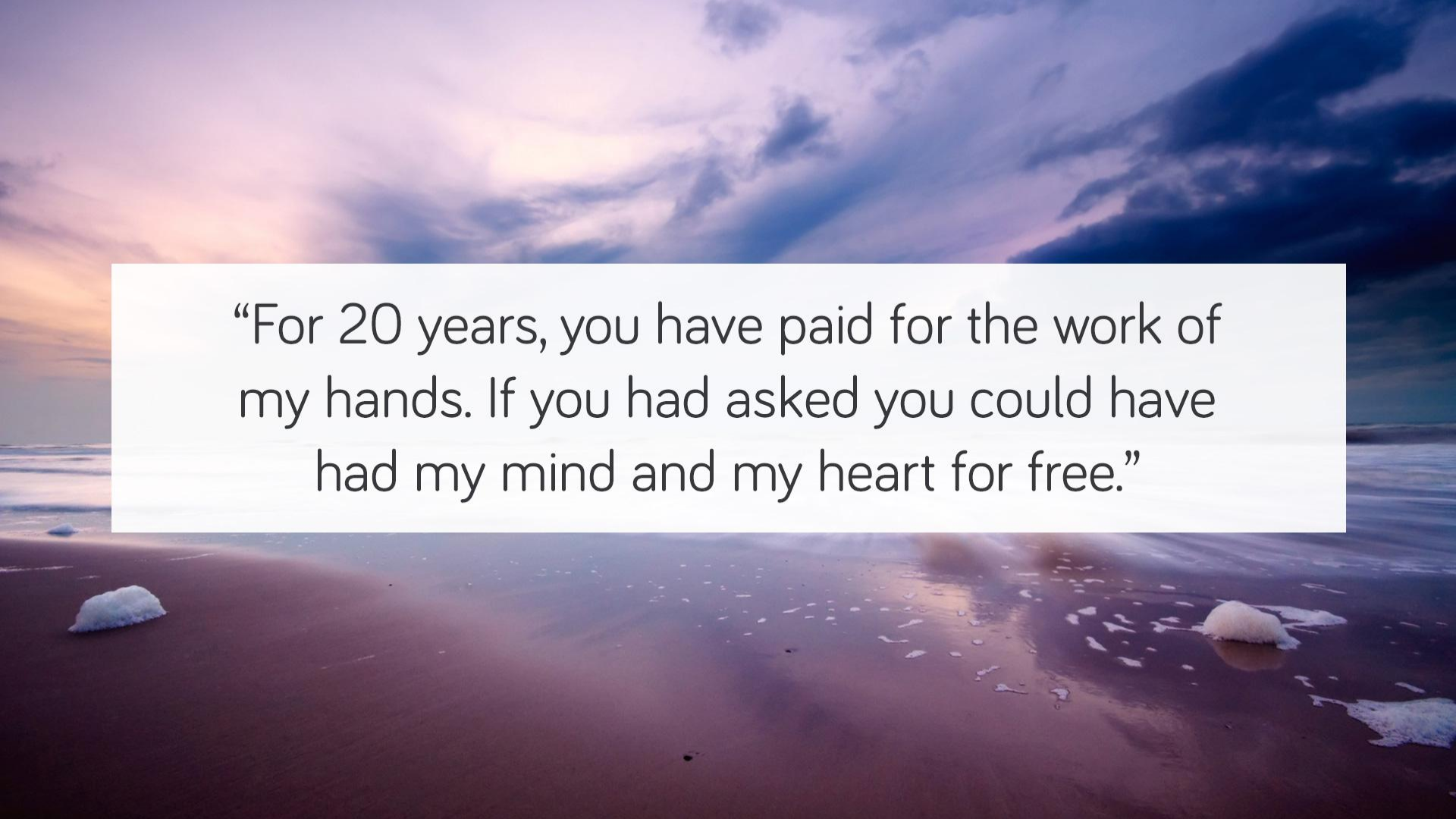
Shift 1



Shift 1





A serene beach scene at sunset or sunrise. The sky is filled with soft, colorful clouds in shades of purple, pink, and blue. The sun is low on the horizon, casting a warm glow. The beach is wet, reflecting the colors of the sky. Two large, smooth, light-colored rocks are visible on the sand in the foreground. A white rectangular text box is centered in the image.

“For 20 years, you have paid for the work of my hands. If you had asked you could have had my mind and my heart for free.”

ENGAGED EMPLOYEES MEAN BETTER RESULTS

Stock price
growth

2.5x

that of peers
(HayGroup)



78%

more profitable
and 40% more
productive
(AON)



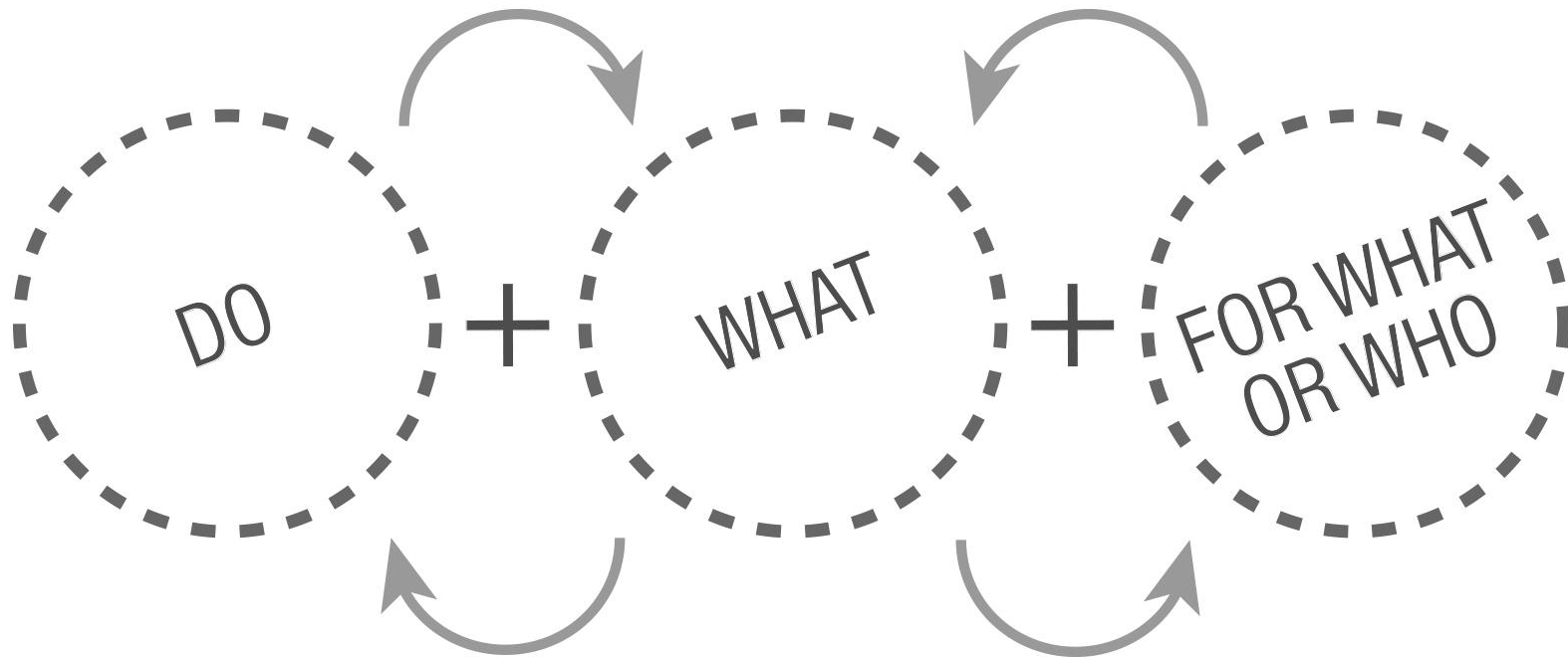
5x

Less likely
to have
safety incident
(SHRM)



Shift 1

What makes a great brand purpose?



the/sponge®

The Sponge's Purpose:

Help Good Businesses Become Better Brands

Do

Help Good Businesses **Become** Better Brands

What

Help Good Businesses Become **Better Brands**

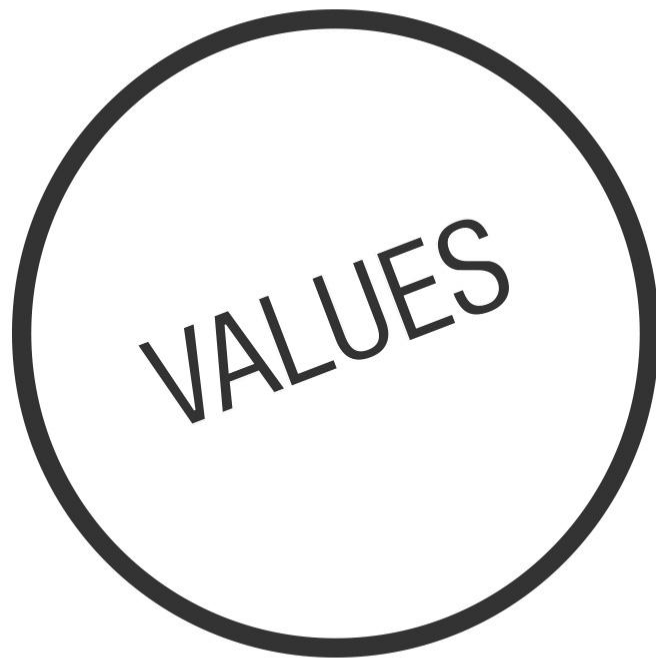
For Who

Help **Good Businesses** Become Better Brands

Patagonia: We're in business to save our home planet.

Etsy: To reimagine commerce in ways that build a more fulfilling and lasting world.

Atlassian: To unleash the power in every team.



Types of Values

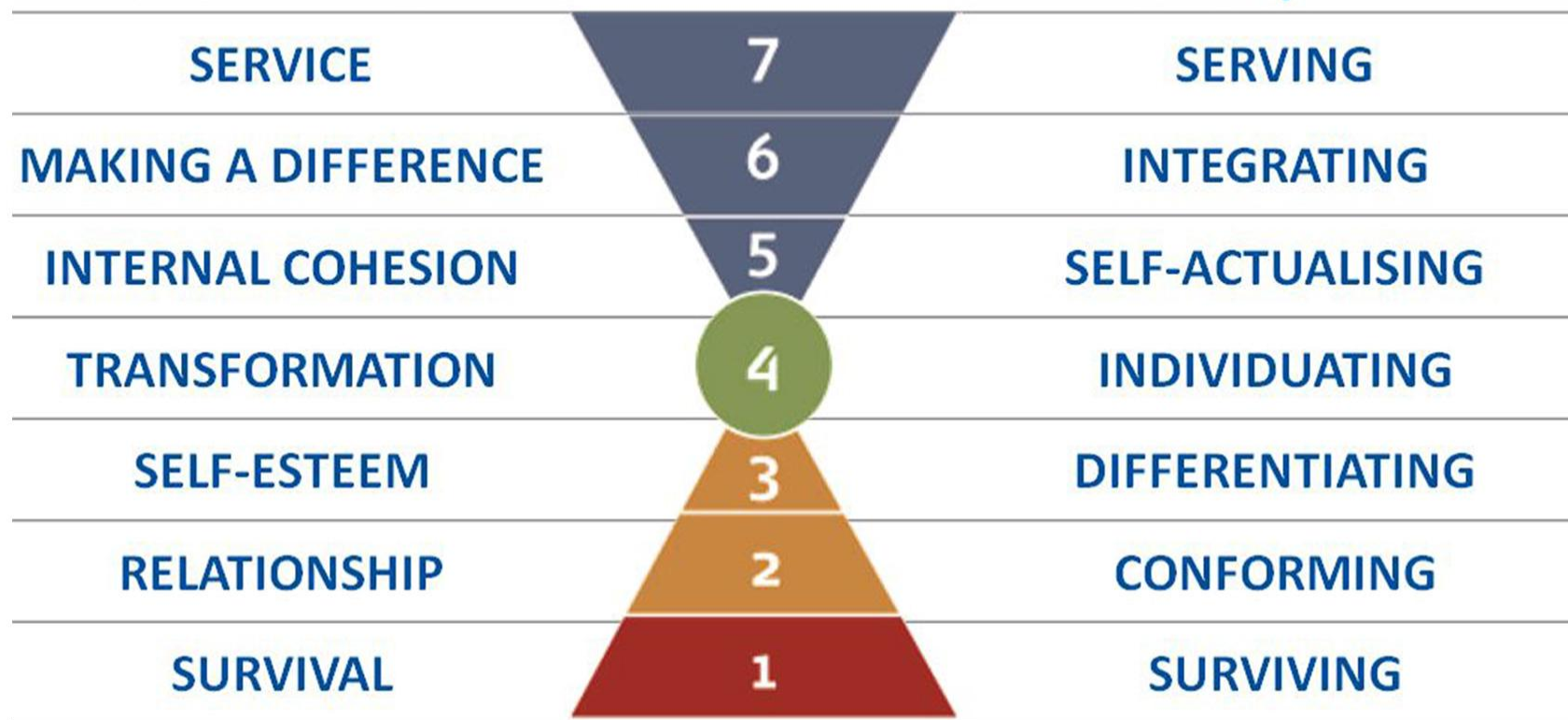
- Personal
- Current Culture
- Desired Culture
- Espoused/Core Values

Levels of Consciousness



Barrett Values Centre

Stages of Development





CBT Technology (154)

Level	Personal Values (PV)	Current Culture Values (CC)	Desired Culture Values (DC)
7			
6			
5			
4			
3			
2			
1			
	IRS (P)=7-3-0 IRS (L)=0-0-0	IROS (P)=0-0-3-0 IROS (L)=0-1-6-0	IROS (P)=1-3-6-0 IROS (L)=0-0-0-0

Matches	honesty	61 5(I)	cost reduction (L)	76 1(O)	<i>client satisfaction</i>	66 2(O)
	commitment	60 5(I)	bureaucracy (L)	66 3(O)	employee fulfilment	65 6(O)
	humour/fun	53 5(I)	confusion (L)	61 3(O)	continuous improvement	58 4(O)
	reliability	51 3(R)	profit	54 1(O)	effective communication	56 2(R)
	enthusiasm	44 5(I)	information hoarding (L)	47 3(O)	teamwork	50 4(R)
Health Index (PL)	adaptability	43 4(I)	short term focus (L)	47 1(O)	financial stability	44 1(O)
	family	37 2(R)	hierarchical (L)	45 3(O)	adaptability	42 4(I)
	integrity	34 5(I)	results orientation	39 3(O)	trust	38 5(R)
	trust	34 5(R)	<i>client satisfaction</i>	38 2(O)	professionalism	35 3(O)
	balance home/work	32 4(I)	empire building (L)	36 2(R)	vision	35 7(O)
PV - 10-0 CC - 3-7 DC - 10-0						

ENGAGED WORKFORCES MEAN BETTER RESULTS

Stock price growth

2.5x

that of peers

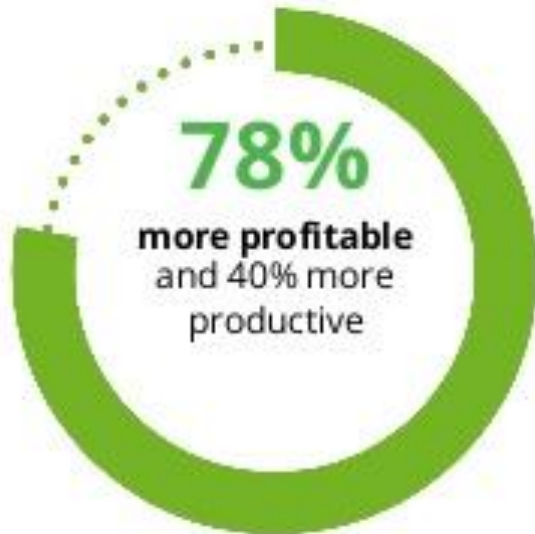


Higher growth

(Hay Group, 2010)

78%

more profitable
and 40% more
productive



**More
profitable**

(Aon Hewitt, 2009)

5x

Less likely
to have
safety incident



**Fewer safety
incidents**

(SHRM, 2006)

Espoused Values



Value Examples - The Sponge #1, #3 & #6 (more on site)

➤ **Big Love, like family**

Our team and clients are family. We have each other's backs and are devoted to every member's success.

➤ **Effectiveness over awards**

We create stuff that works brilliantly, focusing on being lean and finding the simplest, quickest path.

➤ **Perpetuate Goodness**

With gratitude we help good, purposeful businesses, and give back via grants and orphan sponsorship

Shift 1

Forgotten and ignored

Shift 1



Forgotten and ignored

TO:

Captivating hearts and minds



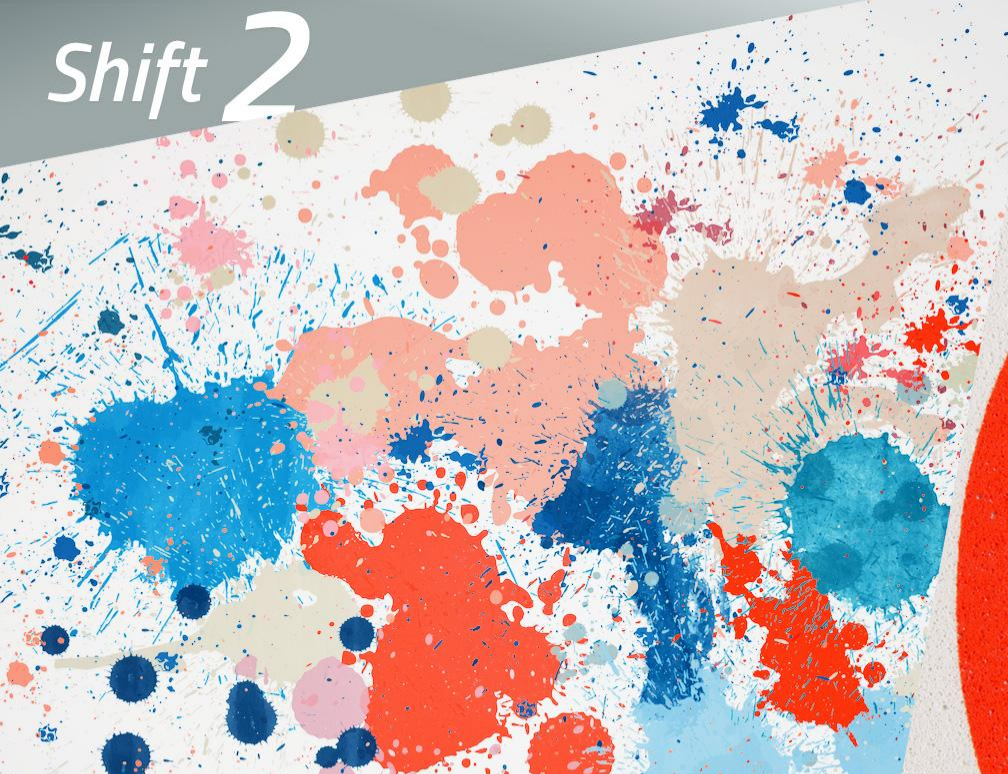
Shift 1



Shift 2

Wasting your money

Shift 2



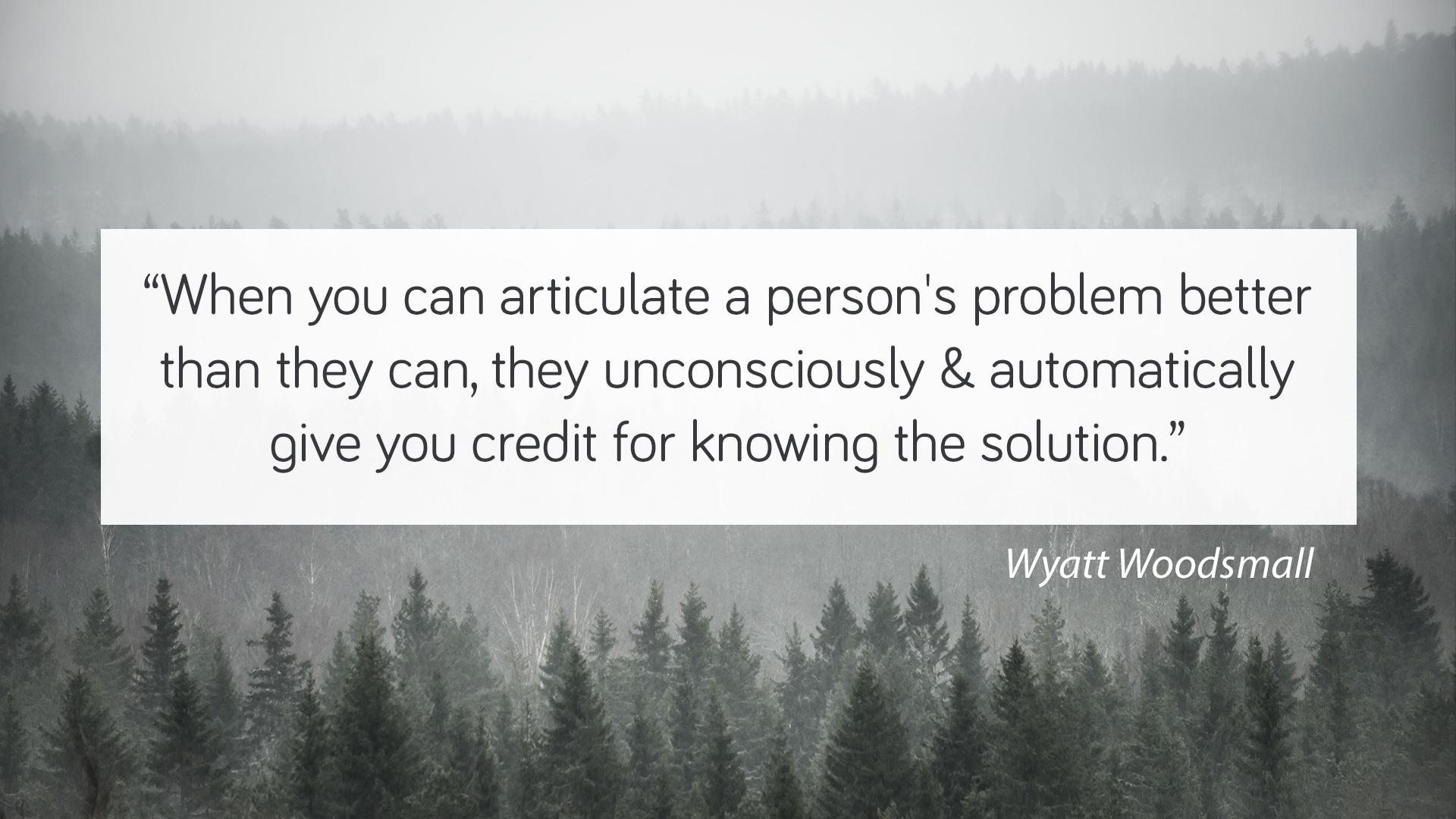
Wasting your money

TO:

Hitting the bullseye every time

Shift 2





“When you can articulate a person's problem better than they can, they unconsciously & automatically give you credit for knowing the solution.”

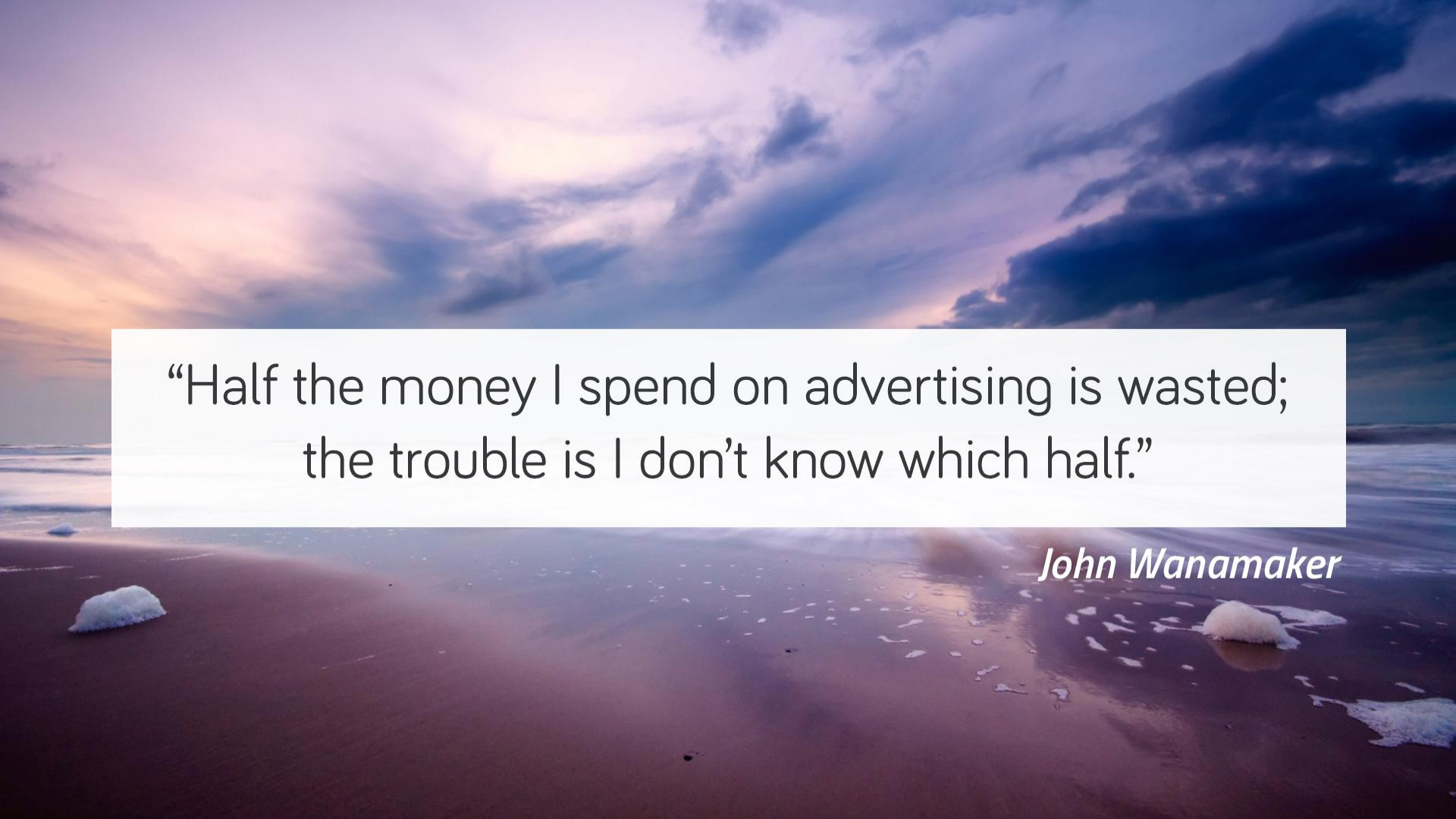
Wyatt Woodsmall

Raving Fans



3 Shifts



A wide-angle photograph of a beach at sunset. The sky is filled with dramatic, dark clouds, with a bright orange and yellow glow from the setting sun visible on the left side. The ocean waves are breaking gently onto the shore. The sand is wet and reflects the colors of the sky. In the foreground, there are two large, light-colored rocks on the sand. A white rectangular box is overlaid in the center of the image, containing a quote.

“Half the money I spend on advertising is wasted;
the trouble is I don’t know which half.”

John Wanamaker

Sign 2

You're blindly firing away at everyone

Shift 2

YOUR
JUICY CORE
BUYERS

BUYER
PERSONAS

Shift 2



the/sponge®

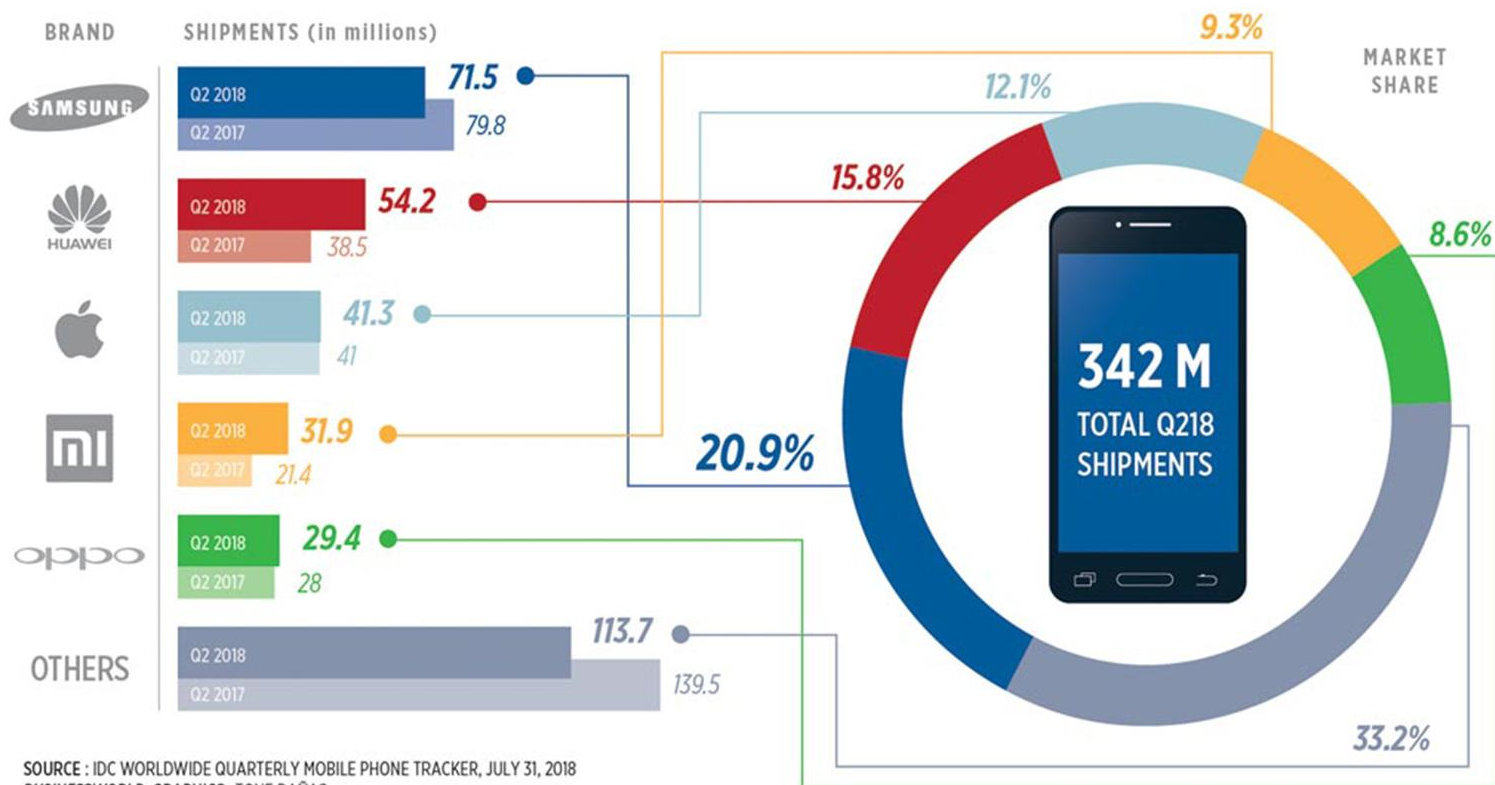
Shift 2



the/sponge

GLOBAL MARKET SHARE OF TOP SMARTPHONE MAKERS

As of second quarter 2018



SOURCE : IDC WORLDWIDE QUARTERLY MOBILE PHONE TRACKER, JULY 31, 2018
 BUSINESSWORLD GRAPHICS : TONE DAÑAS





Persona Examples - Jane (Coaching Client)

➤ #1 ~ Personal Details

Age: 45

Gender: Female

Marital Status: Married

#/Age of Children: 12, 20

Location: Manly

Favourite Quote: Follow your dreams... life on my own terms

Occupation: Business owner

Job Title: CEO

Career path: Set own business up around skill developed / franchise owner

Annual Income: 200k (above average affluence to highly affluent)

Level of Education: University Grad (Highly Intelligent)

Other Pertinent Info: Own nice things. Nice vehicles.

Persona Examples - Jane (Coaching Client)

➤ #2 ~ Identifiers:

Demeanor: Energised. Altruistic and good of heart. Like to uplift, inspire and support. Spiritually aspirational. Want to give. SD: Green elements (sensitive to vulnerable/planet) - eat organic food. Kombucha/activated almonds | Orange - achievement orientated (causes conflicts) - status (even though they say they are not) - thrive in the challenge of achieving - Creator - Want to self actualise. Wanting to move through blocks. Sense of contribution as they develop. Move to purpose.

Communication Preferences: Gatekeeper not prevalent with Jane. Preference is video (projection)

Persona Examples - Jane (Coaching Client)

➤ #3 ~ Goals and Values:

Primary Goal: Have a very good lifestyle that is based on what is meaningful to them.

Secondary Goal: Wealth + must have a system that runs without their constant input = free time

Real Quotes About These: What's the point of having all this money if I don't have free time to enjoy it with the people I love? Want to self actualise

Values: Seeker of truth (human behaviour - what makes them/people tick) - know more, dig deeper. Love learning. Achieving/Creating, Altruistic (assist and help), *Spiritual leanings (want to serve), Empowering, Believes she has got to be a nice person (avoid conflict as it challenges this)

Persona Examples - Jane (Coaching Client)

➤ #4 ~ Challenges and Pain Points:

Primary Challenges: Team/staff (poor hiring choices | poor conflict handling between staff | micromanagement | lack of quality systems or management teams)

Secondary Challenges: Work too much to have a life (supplements the problems)

Real Quotes About These: (causes emotions she doesn't enjoy) Can't stand conflict (Strong people pleaser)

Pain Points: Want to spend way more time with their family but they just can't. Adrenal fatigue. Feel like they give give give, and don't get enough for themselves. Rushing all the time. The things she went into business for she just can't get. What's the point? Apathy and depression (moving into burnout), loss of purpose and hope. Feel frumpy - don't have time to look after myself. Sexually unattractive. Dried up.

Persona Examples - Jane (Coaching Client)

➤ #5 ~ What can We Do:

To Help Them Achieve Their Goals: Work on them. Help them see where they are functional and dysfunctional with their sub personalities. Then define traits and characteristics that need to be embodied for them to be an effective leader of business and staff.

Give them recruitment systems and teach them profiling skills, and teach them to build systems. And a leadership team (could just be one).

To Help Them Overcome Their Challenges: See their people pleaser personality - how it hurts them. Same with harmoniser.

Persona Examples - Jane (Coaching Client)

➤ #6 ~ Sources of Information:

Books: Aspirational books, biographies of well known people, personal development books, spiritual books

Magazines: As above. Style/Fashion/Design mags (she is §stylish)

Blogs/Websites: Women's networking/entrepreneur groups

Conferences: Business training events, personal development events

Gurus: Demartini, tony robbins, heavily promoted events

Other: Facebook + Groups

Persona Examples - Jane (Coaching Client)

➤ #7 ~ Objections and Role in the Purchasing Decision:

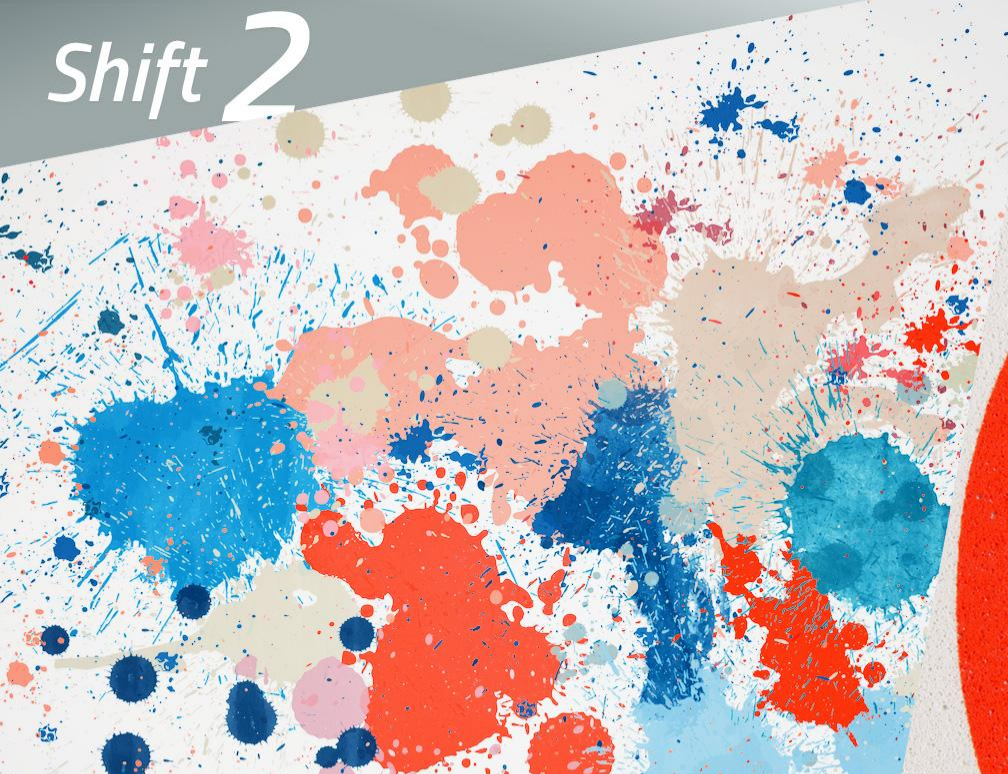
Common Objections To The Sale: TIME (show them how little time it is committing to) + Money (lesser) ~ If they are not ready to face their stuff, they come up with other issues. Sometimes the partner will get in the way of the purchase.

Role In The Purchase Process: They are the decision maker.

Shift 2

Wasting your money

Shift 2



Wasting your money

TO:

Hitting the bullseye every time

Shift 2



Shift 3



Being part of noise

Shift 3



Part of the noise

T0: Buyers hanging on your every word

Shift 3

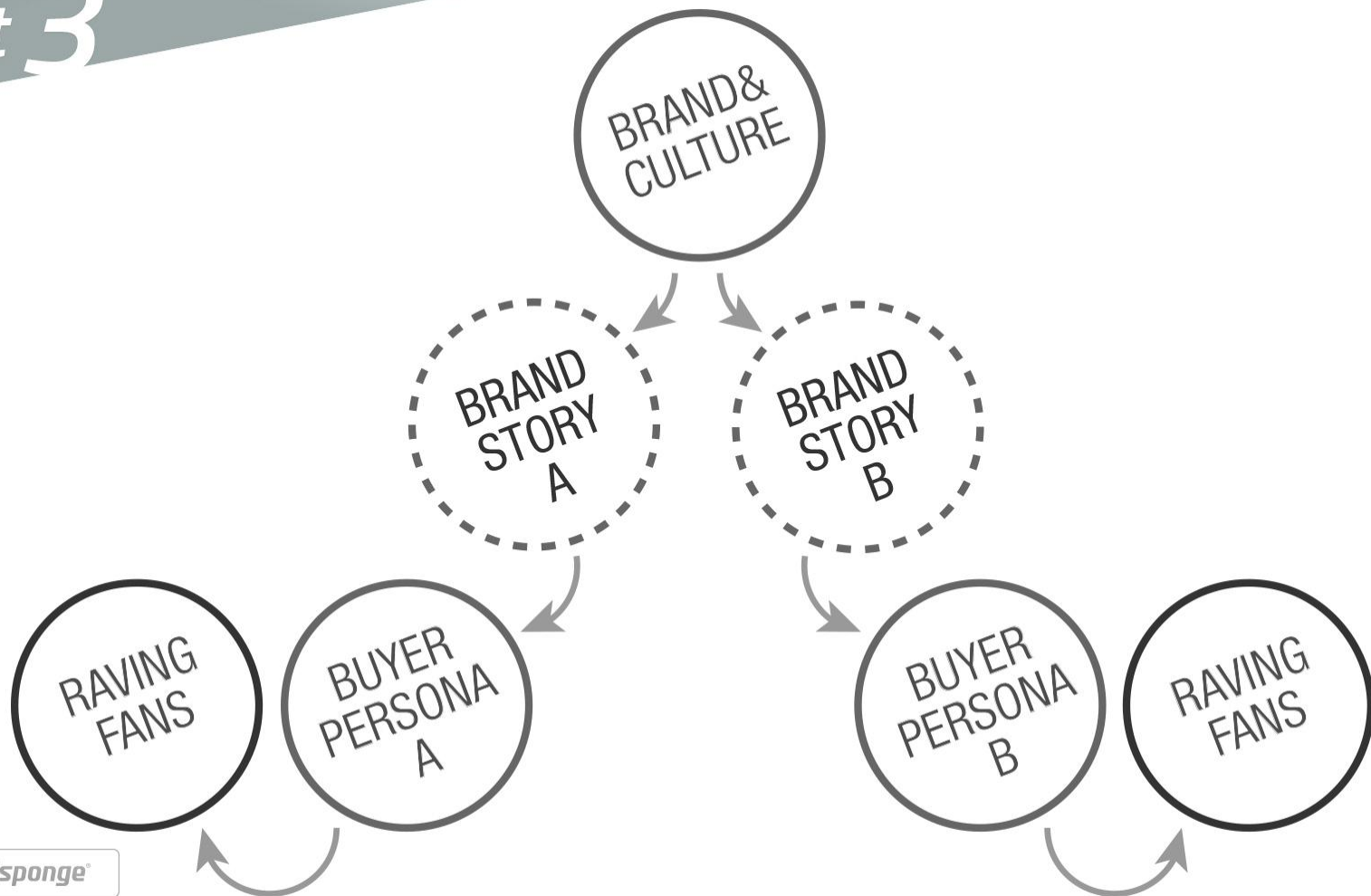


3 Shifts





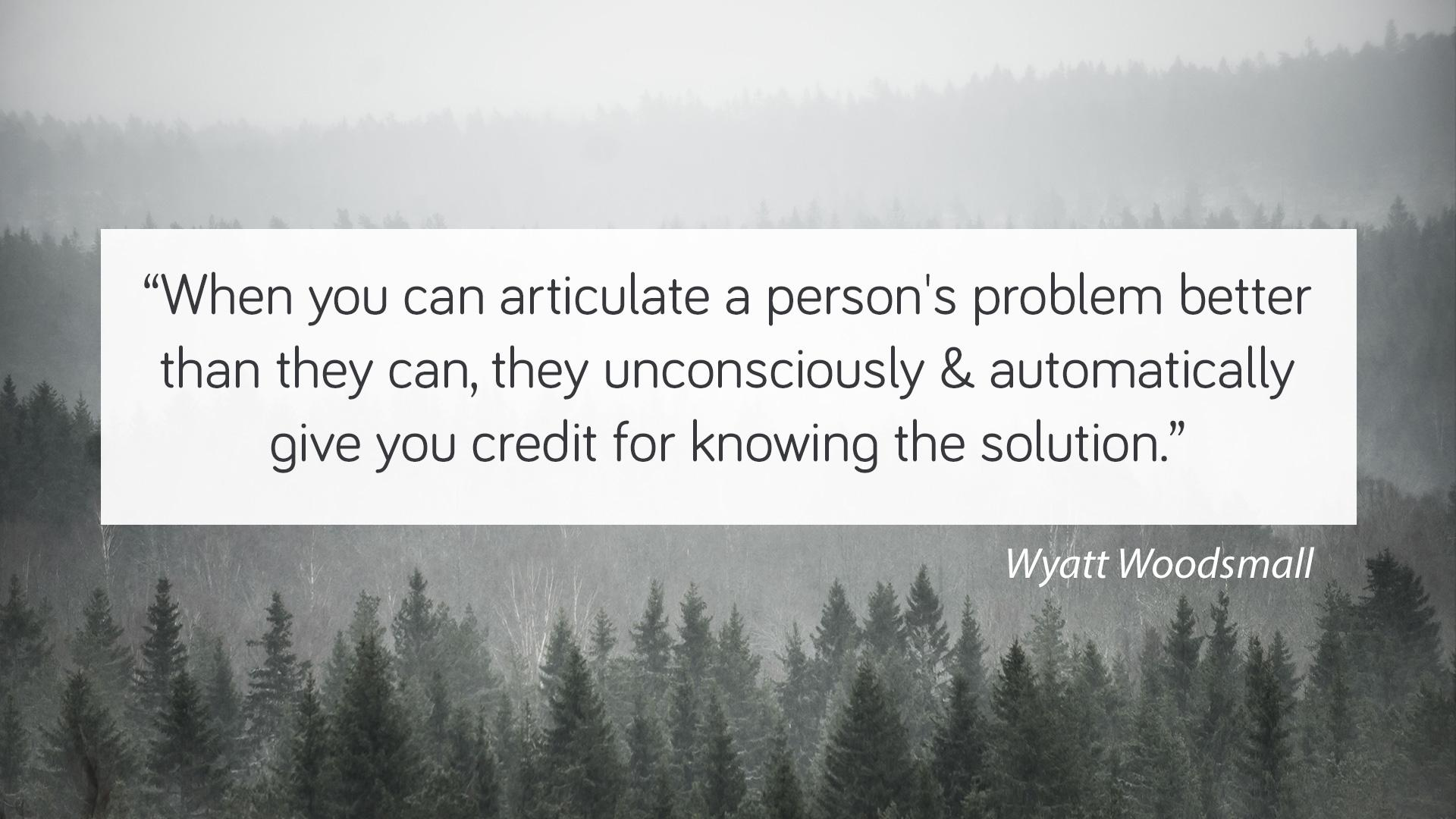
Shift 3





“You make me feel like I’m the only girl in the world”

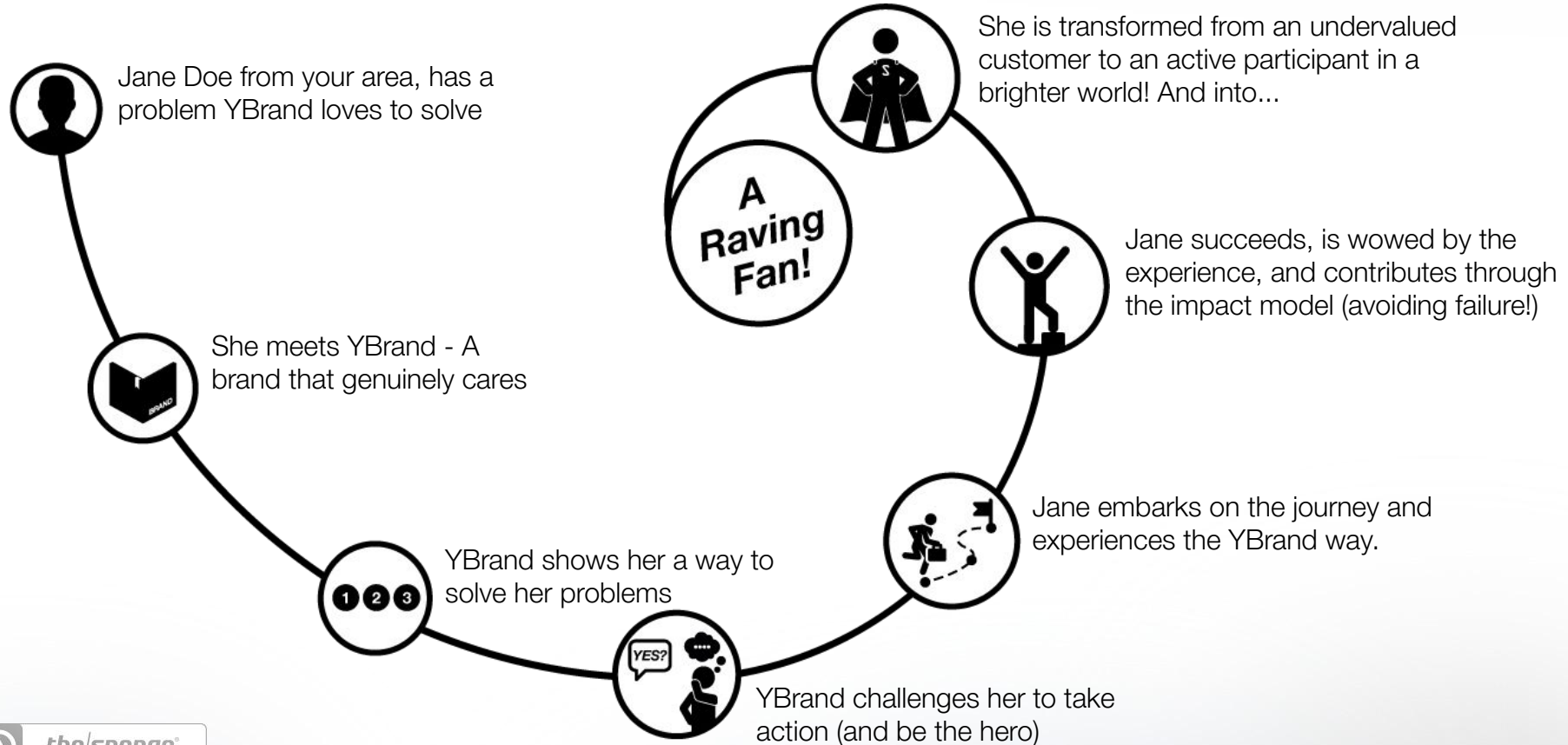
Rihanna



“When you can articulate a person's problem better than they can, they unconsciously & automatically give you credit for knowing the solution.”

Wyatt Woodsmall

Golden Story Flow



Shift 3



Part of the noise

Shift 3



Part of the noise

T0: Buyers hanging on your every word

Shift 3



3 Shifts



the/sponge®

Shift 1

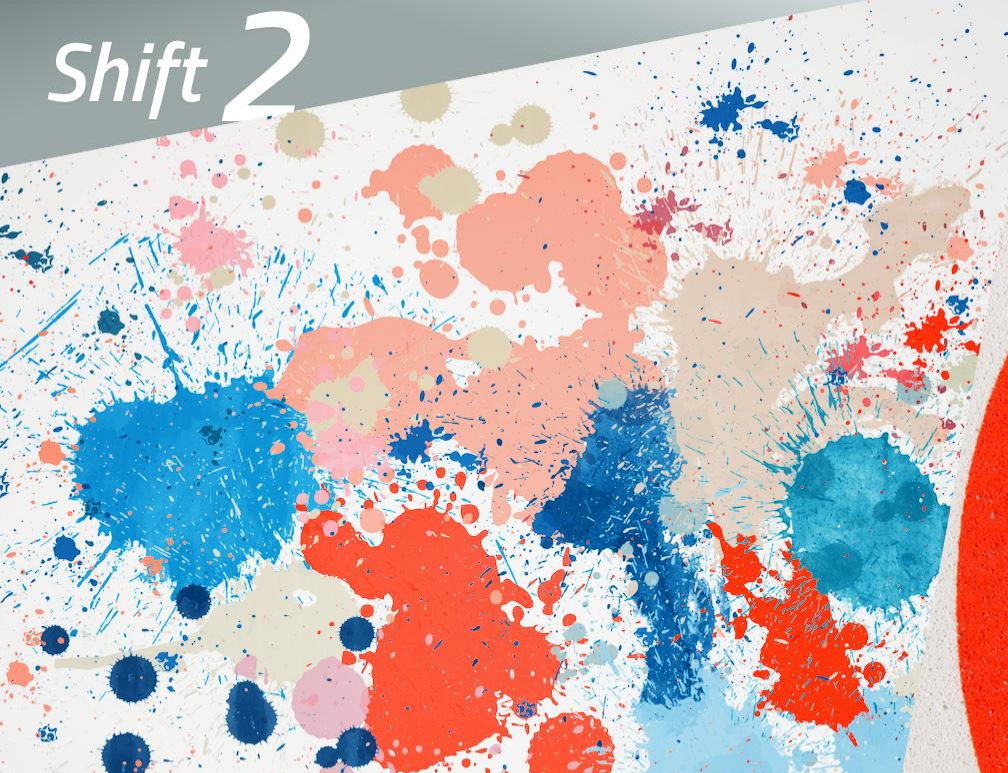


Forgotten and ignored



TO: Captivating hearts and minds

Shift 2



Wasting your money


TO: Hitting the bullseye every time

Shift 3



Part of the noise

T0: Buyers hanging on your every word



Learn to Craft a Bright, Authentic Brand Story That
Makes People Fall in Love with Your Business...

...And Turn Customers into Raving Fans.

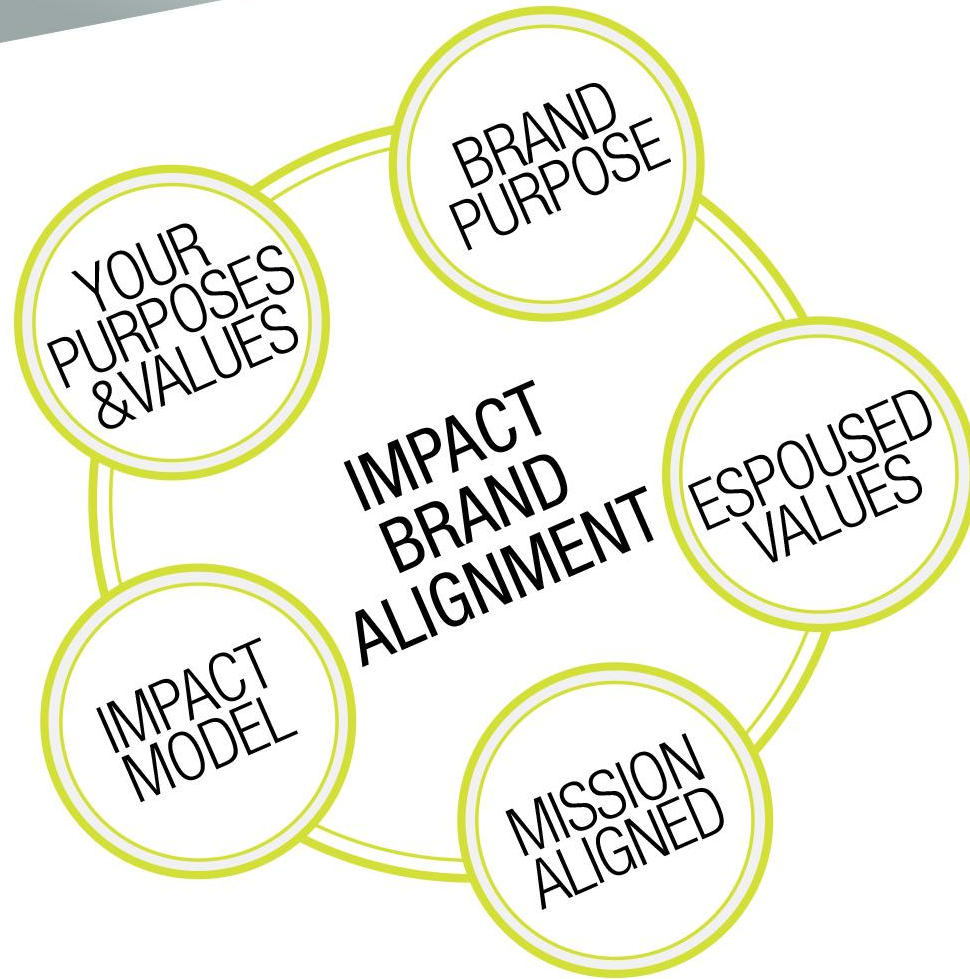
A person wearing a tan jacket and a brown backpack is shown from the chest down. Their right hand is held out flat, palm up, in a gesture of offering or agreement. The background features a rugged, mountainous landscape under a clear sky. A white rectangular box is positioned in the upper right corner of the image.

Let's do this

An overhead, top-down view of a group of people sitting around a table, working together. The image is dimly lit and has a dark, moody aesthetic. Several people are visible, some looking at laptops, others at documents or tablets. The table is cluttered with papers, pens, and other work-related items. The text is overlaid in the center in a large, white, sans-serif font.

The Advanced Brand Story Crafting Program Foundation Course

Program



A photograph of four diverse business professionals (two women and two men) smiling and holding up large, colorful speech bubbles (green, blue, and yellow) against a light background. The image is overlaid with a semi-transparent dark grey filter, and a solid purple diagonal bar runs across the bottom. The text "What People Say About it" is centered in white.

What People Say About it



What People Say About it

**The Sponge gave me a real wake-up call: To realise how much time and money I was throwing away for no return.
Now, I feel in control and focused.**

~Sue Lea~

Timely Business Solutions



What People Say About it

Branding is a familiar concept to marketing professionals like myself. The training helped me clarify branding to everyone in our organisation. Now they're all part of the brand redevelopment crew.

~Avril Janks~

Communications and Marketing Coordinator

A photograph of three women in a meeting, overlaid with a purple gradient. The woman on the left is gesturing with her hand. The woman in the middle is looking towards the right. The woman on the right is wearing glasses and looking towards the middle woman.

What People Say About it

We were in the middle of re-branding and wanted to know how better to market our product including how better to tell our story. This training provided practical marketing techniques and rationale.

~Susan Perry~
CEO of CommunityGro

Not for everyone!

This is not for you if:

1. You are looking for a tactic to use inauthentically
2. You expect results without effort

Qualifiers

This program is great if:

1. You own or lead a business (or organization)
2. You do the marketing for a business (or organization)
3. You want to create real impact with your business



What's Inside

What's Inside



Your Personal Purpose

What's Inside



Personal Values Assessment



What's Inside

3

Brand Purpose

What's Inside



4

Espoused Brand Values

What's Inside



Mission Alignment



What's Inside



Impact Model

[Welcome](#)[Program](#)[Logout](#)

The Advanced Brand Story Craft Program

You have lifetime access to the program content. We're currently refreshing and renewing all the modules and releasing them as they are ready. Thank you for being an early adopter.

1

Module
Your Personal
Purpose

[Open](#)

2

Module
Personal Values
Assessment

[Open](#)

3

Module
Brand Purpose

[Open](#)

4

Module
Espoused Brand
Values

[Open](#)

5

6

7

8

[Welcome](#)[Program](#)[Logout](#)[Module 1 - Your Personal Purpose](#)[Module 2 - Personal Values Assessment](#)[Module 3 - Brand Purpose](#)[Module 4 - Espoused Brand Values](#)[Module 5 - Mission Alignment](#)[Module 6 - Impact Model](#)[Module 7 - Juicy Core Customers](#)[Module 8 - Buyer Persona Development](#)

Your Personal Purpose

Module-1:YourPersonalPurpose



The Advanced Brand Story Crafting Program

Module 1

Personal Purpose



Your Personal Purpose
Audio File

[Download Mp3](#)

Your Personal Purpose
Worksheet

[Download PDF](#)



PEOPLE **USING**
BUSINESS
..... AS A
FORCE **FOR** GOOD

Price

A hand holding a red loyalty card over a laptop screen displaying a website with promotional offers. The card is red with white text that reads "POWER RANKED UP", "LOYALTY CARD", and "0000 1234 5678 9101". The laptop screen shows a website with various promotional banners, including one that says "UP TO 70% OFF" and another that says "E". The background is dark and out of focus.



Original Price

~~\$4,000~~

~~\$1,497~~

Payment

3 payments of ~~\$597~~

**~Exclusive Webinar Offer - 3 payments of \$197~
(Billed Monthly)**



Zero Risk!

30 Day Money Back Guarantee

Here's What You Need to Do Next

1. Click the Get Started button right now
2. Complete the checkout process
3. Check your email
4. Begin your journey!



Surprise Bonus!



Surprise Bonus!

**2 Additional Modules:
Juicy Core Customers
& Buyer Persona Development**

Surprise - Another Bonus!

My New Book:

Impact Brand Storytelling ~ A guide for
founders hell-bent on changing the world.

A person wearing a dark sweater is holding a large, plain cardboard box. The background is a blurred workshop or office space with various items on a desk and a chair. The entire image has a light blue overlay.

And best of all...

1 year FREE access to my private Facebook Group

- Access to me**

- Access to my team**



This won't be open forever



Recap

**The Advanced Brand Story Crafting Program
Foundation Course
— bonuses only available if you buy now**

The background of the top half of the slide is a solid orange color. Overlaid on this are faint, semi-transparent images of a laptop keyboard on the left and a document with a pencil resting on it on the right.

Recap

**Bonus #1— 2 Additional Modules:
Juicy Core Customers
& Buyer Persona Development**



Recap

Bonus #2—My Book: Impact Brand Storytelling



Recap

**Bonus #3—1 year membership to my private
Facebook group**

The top half of the image features an orange-tinted background. On the left, a portion of a laptop keyboard is visible. On the right, there is a document with some text and a pen resting on it.

Recap

**Special Webinar Only Price of
3 payments of \$197**



Recap

30 Day Money Back Guarantee



Friendly Warning!

**Bonus offer deadline—end of this webinar
Program won't be open much longer**

Bonus



The shift that changes everything!



the/sponge

**This simple shift instantly makes
your brand more appealing,
regardless of your industry!**

The Hero's Curse



A silhouette of a hiker with a backpack, standing on a rocky peak and pointing a trekking pole towards the horizon. The background shows a vast, hazy mountain range under a clear sky. The hiker is positioned on the left side of the frame, facing right. The trekking pole is extended horizontally across the middle of the image. The background features a series of rolling mountain ranges, with the nearest peaks in sharp silhouette and distant ones fading into a hazy blue. The sky is a gradient of light blue and white, suggesting a bright, clear day.

Be the Guide



Question Time. Ask now!