



A Guide to your Brand Story

A simple guide to help you write your script or case studies.

DARK MATTER



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Disclaimer: The content presented within this document is based on our research, experience, analysis and our methodology. This guide is intended to be used as a reference and results from your own implementation may vary depending on varying factors.

About Dark Matter

Dark Matter is a Christchurch based video production consultancy driven by creating ROI driven sales videos. We create videos that are designed to be implemented in your sales process. We take a detailed look into your sales funnel, establish where your prospects are dropping off, why they're losing interest and figure out how we can use your funnel to help guide cold prospects through to becoming your clients by implementing videos.

Our area of expertise is ROI driven video production with the goal of growing sales, generating leads and increasing revenue. We believe that by systematically researching, creating and implementing videos in your sales funnel, we can help you create a more efficient sales process, build an incredibly personable brand and help you gain an unprecedented advantage over your competition by using video in a meaningful way.

We know videos are powerful but we're not tapping into its full potential by creating content designed for brand awareness. Hence, Dark Matter solely focuses on videos that generate prospects, qualify leads and gives you an edge over your competitors. Using videos strategically in your sales process means your sales team is working smarter, more efficiently and you have access to actionable data to help make robust decisions.

That's a little bit about us. I genuinely hope this guide provides you with a ton of value and helps you get started on calculating ROI for your videos. If you have any questions, please don't hesitate to get in touch.

Kind Regards,

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Founder and Creative Director

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What is this guide?

Let's start off with a story. Everyone loves a good story, and most people will be more engaged to a story than a video filled with facts and figures. This guide is based on a book by Donald Miller called Building a Story Brand. This guide follows his framework.

This template is written from a customer's point of view. When we write this script, we're walking a mile in our customers shoes. We're thinking about why they came to you, their problems and their results. They are the character in this context and you're the guide that solved their problems.

Best uses for this guide.

This type of script template is best suited for a brand story or for a customer centric case study. If your services are often confidential and you need to create a general overview of how companies would benefit from your services. This is a good start for creating structure around your video.

The Process.

Step 1: Introduce a character

If we approach this video from a case study point of view, the character is usually a client. In this section, we're introducing the 'character' who they are, what they do and why they work with you?

Example

Hi, I'm Steve Bloggs and I'm the co-founder of XYZ Limited, XYZ is a company that helps you get your ABC's right. We work with B2B customers generally just starting out to help them get going. I contacted Dark Matter because they come highly recommended by a good friend of mine.

Step 2: The character has a problem

In this section, we then introduce the characters problem. Why did they approach you to solve their problems? We're trying to portray, why this problem was a pain point so large that they decided to invest time and money into solving it.



Example

As a business owner, I often found that e-books and guides were great as a lead magnet, but we couldn't get people to convert after the download. We needed a system that was simple to implement, would not need to be changed for 12-18 months and is flexible to our needs. It had to be engaging and met all the attributes important to our brand, like trust and out of the box thinking.

Step 3: Meets a guide that understands their fear

Once we've identified their problem, we then come to the hero or guide. In this context the hero is your business. How did your product/service solve their problems, why you were the right choice and what capabilities did you or your team have for their successful outcome? The hero must understand the characters fear.

Example

It's risky to implement new systems in an existing machine so we were hesitant to give this a go at first. When Dark Matter approached us with their solution of Data Driven video, we had to give it a go. They worked with us to implement a video hierarchy based on our funnel, they created the content and helped us create clear and actionable goals to track success against.

Step 4: Guide gives them a plan

In this section, we want to give a very brief and high-level overview of the plan and process that was implemented. We want to show the viewer, how we approached this problem, the process involved and the work that was done to achieve success.

Example

We knew it would be a risk to implement something that we had never tried before. The whole process was simple, easy to manage and they gave us a plan so that we knew what was going to happen, when it was happening and how to measure the success or failures.



Step 5: Call them to action

Do you have a similar problem that needs to be solved? This is where you want to start priming your viewer for an action. It could be as simple as an obvious call to action like a phone call, or a perceived call to action like 'if you feel like this could be beneficial for your organisation... feel free to reach out'

Example

Dark Matter and their system really helped us get our ducks in a row. It's easy to see why having a simple, clear and thought-out process makes things simpler and easier to manage. We were blown away by how easy it was to implement and how quickly we started to see results. if you're having a similar type of issue as we were, fell free to contact the team for a consultation.

Step 5: That results in a good or bad ending.

This section is optional. How I like to use it is imagining what happened after the client got in touch and used your services. What happened after you provided your service? It's critical that this section flows effortlessly from the previous, otherwise it will feel out of place.

Example

It's the simple, actionable and bespoke thinking around videos that really helped us scales our process.

Recap:

1. Introduce the character.
2. The character has a problem.
3. The character then meets a guide that understand their problem.
4. The guide then gives the character a plan.
5. The guide then calls them to action.
6. This results in a good/bad ending.

Your story will be different, feel free to be creative and really immerse yourself in the process and get inside the mind of your customer. Have fun!



I hope this guide was help you figure out your brand story. If you have any questions, please don't hesitate to get in touch. We'd love to chat and see how we could be of help.

Cheers,

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