



BATCH NINE COFFEE CO.
Brand Messaging Guide



Messaging Guide

Why Story Matters

Humans are wired for story.

We've been telling stories for thousands of years. Stories are passed down within families to preserve their legacy. Hollywood uses storytelling to sell movie tickets.

Why?

Because stories captivate our attention, keep us engaged, and move us to action.

You don't have to create the next blockbuster movie to understand the power of storytelling in your business. In fact, by using the proven principles of story in your sales and marketing you capture and keep the attention of your audience.

So instead of creating more noise and confusion, you separate yourself from the competition.

Your Messaging Guide is the first step to clarity. It's your first step to aligning your team and building a marketing funnel that gets you more leads and makes you more money.

Let's dive in.

Character Journey

A character (like your customer) is on a journey. Not to a product, or service, but to a place where their future is better than their present. To better position your offering, you have to know the journey your character is already taking.

Understanding your character

- Coffee drinkers
- Will spend more for better quality products
- Age 25-55. Frequent coffee shops
- Interested in "artisanal products."
- Currently settling for mediocre coffee at home

Your characters' journey of transformation

FROM (Current state)

- Not fully enjoying their mornings.
- Settling for boring coffee.

To (Future state)

- Having excellent mornings.
- Kickstarting the day with exciting coffee.

Our character wants to go from boring mornings to kickstarting their day with excellence.

SUMMARY STATEMENT

Your Character Wants...

A character always has something they want. While you agitate that desire, you must make sure to only identify one thing that your character wants at a time to help them avoid confusion.

What does your character want?

He/she might want...

- Coffee to be more exciting.
- Coffee to be an important part of the day.
- Great mornings / great start to the day.
- To break free from boring mornings.
- To try different/unique coffees from around the world.
- Coffee to be more than a caffeine fix.

To break free from boring mornings.

SUMMARY STATEMENT

Has a Problem...

Always talk about the problem your character has and that you solve for them. You want to call out their problem, how it makes them feel, and help them see that it cannot be ignored any longer.

What's their problem? (External problem)

The typical mass-produced coffee they buy tastes so generic and cheap.

How does this make them feel? (Internal problem)

- Dull.
- Boring.
- Let-down.
- Feel like something is missing.

Our character's problem is that mass-produced coffee tastes generic and it's making them feel let down every morning.

SUMMARY STATEMENT

Has a Problem (continued)...

Why is this just plain wrong? (Philosophical problem)

You don't have to settle for mediocre coffee and boring mornings.

What do they deserve instead? (Philosophical problem)

You deserve to start every day with excellent coffee.

**They shouldn't have to deal with boring mornings
because they deserve to start every day with
excellent coffee.**

SUMMARY STATEMENT

Meets a Guide...You!

When you place value on solving problems for people, you become the solution they need. But don't talk about how great you are. Instead, talk about how great your clients are and what problems you solve for them. Show how you both understand what they're going through (Empathy) and how you can help them get through it (Authority) and you'll win more than customer...you'll have an advocate as well.

How can you verbalize that you understand them ?

We get it - when the morning coffee stinks, so does your morning.

We know - you don't want to settle for boring coffee.

We feel your pain - generic coffee is so...generic.

How can you demonstrate that you can help them ?

That's why...

Since 2017, we've been roasting small-batch coffee for good folks like you. We roast each coffee thoughtfully, to highlight what makes each one the sweetest.

We understand that generic coffee just doesn't get the job done, and since 2017, we've helped good folks, like you, have excellent mornings.

SUMMARY STATEMENT

Give Them The Plan

Your character (ie. customer) needs to know how they can work with you to solve their problems. Make it easy for them by clearly laying out the steps or process involved. It's as easy as 1...2...3... when you make it clear for them.

Step 1:

Click 'Get Coffee Now.'

Step 2:

Find the coffee that fits your taste buds.

Step 3:

Start looking forward to your daily coffee.

- 1) Click 'Get Coffee Now.'**
- 2) Find the coffee that fits your taste buds**
- 3) Start looking forward to your daily coffee.**

SUMMARY STATEMENT

Call them to Action

A character needs to be encouraged to take the step they need to change and overcome their current state. Give them a clear and direct action step to take.

Main Call to Action

Get Coffee Now

Transitional Calls to Action

Ideas:

- Take the Coffee Type Quiz
- Brewing Guides

Get Coffee Now!

SUMMARY STATEMENT

Avoid Failure & Achieve Success

If your customer won't experience the desired outcome they want and that you can offer if they don't take action with you. Instead they'll continue to experience failure to realize the life they actually want. Paint these pictures for them to help them take their next best step.

Failure to avoid....

- Boring mornings.
- Cringe-worthy first sips in the morning.
- Starting day off with a fizzle.

Success to experience!

- Excellent mornings.
- Kickstart your day with excellent tasting coffee.
- Enjoy trying new coffees.
- Taste the full flavors of well-roasted coffee.
- Stop feeling let down by your coffee.

You can stop feeling let down by your coffee and instead start your day off with excitement.

SUMMARY STATEMENT

Put it all Together

At Batch Nine Coffee Co., we know that you want to start each day off the right way. Coffee is such an integral part of starting your day, so for excellent mornings, your coffee must be excellent. But the mass-produced coffee you buy from the grocery store is boring and cheap tasting, and that makes for an underwhelming start to your day.

But we believe that you don't have to settle for mediocre mornings; you shouldn't start your day with a "let down." That's why, since 2017, we've been roasting coffee in small batches for good folks like you. We put a lot of thought into each batch, to make sure we highlight each coffee's unique sweetness.

Breaking free from boring mornings is easy.

1. Click 'Get Coffee Now.'
2. Find the coffee that fits your taste buds.
3. Start looking forward to your daily coffee!

It's that simple. Drink excellent coffee in the mornings, to jump start your day the right way. You can't afford to start your mornings with a let-down anymore.

Batch Nine Coffee Co. Brand Message

Put it All Together (Continued)

Short Pitch Version

Most people endure generic coffee and boring mornings. At Batch Nine Coffee Co., we roast specialty coffee thoughtfully in small batches, so you can drink exciting coffee and break free from boring mornings.

Taglines, Headlines, and Short Phrases

- Excellent days begin with excellent coffee.
- Break free from boring mornings.
- You don't have to settle for average coffee.
- Expect more from your daily coffee.

Batch Nine Coffee Co. Brand Message

IMPLEMENTATION

How To Use Your Brand Messaging Guide Now

When you purchase your Messaging Guide, you'll receive an additional 15-20 pages of implementation strategies customized to your business where we'll show you how to use your messaging in all of the following areas:

- **Website**
 - We'll show you the proper sections a homepage should have and how to use your messaging to make it compelling to your audience
- **Social Media**
 - We'll show you how to break content into buckets that better connects and engages with your audience
- **Lead Generation**
 - We'll show you 4 different types of irresistible lead generators and how to utilize your messaging for each one
- **Internal Communication**
 - Align your team with a clear and consistent message
- **Emails**
 - Learn how to turn your new messaging into a 24/7 email sales force

**Implementing your StoryBrand messaging
doesn't have to be difficult.**