

# How To Clarify Your Brand Message for Your Food Business

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# Overview

- The Marketing Trap
- What Is the Grunt Test?
- Clear Brand Message Examples
- Fishbowl Exercise
- Bonus Resources to Give Your Food Business a Marketing Makeover



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# The Marketing Trap

The enemy of clear is clever.

Your customer is the hero,  
not your brand.



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# The Grunt Test

1. What's the product/service?
2. How does it make the customer's life better?
3. How do I buy or engage?



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# Clear Brand Messages



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# Workshops to Help You Clarify Your Message

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Step 2.

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Step 3.

[PLACE RESERVATION](#)



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Don't buy – rent! Laser Tag Source has quality products at a price that won't break the bank.



### YOUR TURF, YOUR TERMS

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### Gift Boxes

Make someone's day better!

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# Marketing Makeover Tools



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STORYBRAND  
BRANDSCRIPT

Clarify your message by creating a  
BrandScript

FIRST NAME	LAST NAME
<input type="text"/>	<input type="text"/>
ZIP/POSTAL CODE	
<input type="text"/>	
EMAIL	
<input type="text"/>	
PASSWORD	
<input type="text"/>	
CONFIRM PASSWORD	
<input type="text"/>	
<input type="button" value="NEXT"/>	
<a href="#">Existing Users Login Here</a>	

Get the Online StoryBrand Marketing Course

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[ATTEND THE WORKSHOP](#)

<https://www.mystorybrand.com/>



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## A CHARACTER

Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam. Iaculis nisl elit aptent arcu nulla quisque facilisi mollis auctor egestas dictumst mus nulla viverra quis urna dictumst a ac sem elementum urna proin...

## HAS A PROBLEM

**VILLAIN**  
Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus

**INTERNAL**  
Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus

**EXTERNAL**  
Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus

**PHILOSOPHICAL**  
Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus

## WHO MEETS A GUIDE

**EMPATHY**  
Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam. Iaculis nisl elit

**AUTHORITY**  
Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam. Iaculis nisl elit

## WHO GIVES THEM A PLAN

**PROCESS**  
Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam. Iaculis nisl elit aptent arcu nulla quisque facilisi mollis... auctor egestas dictumst mus nulla viverra...

**AGREEMENT**  
Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam. Iaculis nisl elit aptent arcu nulla quisque facilisi mollis... auctor egestas dictumst mus nulla viverra...

## AND CALLS THEM TO ACTION

**DIRECT**  
Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam. Iaculis nisl elit aptent arcu nulla quisque facilisi mollis...

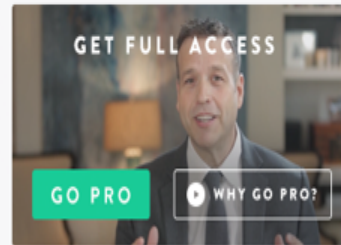
**TRANSITIONAL**  
Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam. Iaculis nisl elit aptent arcu nulla quisque facilisi mollis...

## THAT ENDS IN A SUCCESS

- Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam.
- Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam.
- Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna leo nisl metus ullamcorper vehicula diam...

## THAT HELPS THEM AVOID FAILURE

- Ut nam vel euismod elementum maecenas sem adipiscing himenaeos magna.
- Ut nam vel euismod elementum maecenas sem adipiscing himenaeos.



## CHARACTER TRANSFORMATION

**FROM**  
Vel parturient faucibus blandit sem

**TO**  
Scelerisque potenti fermentum interdum consectetur et sem elementum



# BONUS RESOURCE

1. Visit:

<https://storybrand.com/5-things-your-website-should-include/>. Get the PDF. Read the PDF.

2. Visit:

<https://www.5minutemarketingmakeover.com/>.  
Watch all 3 videos. Watch all 3 videos.



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# Fishbowl Exercise

1. Product/Offer
2. How does it make my life better (customer)
3. How do I buy or get service?



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# Do You Struggle To Clarify Your Brand Message?



## James Barnes

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[Curriculum Vitae](#)

#### **Bio:**

Dr. Barnes' is an Extension economist. His work largely focuses on business development in communities using his three Extension programs, including: 1) [Bricks-To-Clicks™](#); 2) [Local Food System Economies](#); and 3) [Local Flavor](#).

He is certified marketing guide and copywriter for [StoryBrand](#), an online marketing framework used to help businesses clarify their marketing messages so customers will listen. He teaches online marketing using StoryBrand's framework to businesses throughout Mississippi communities.

His research focuses on branding, online and social media marketing, agribusiness management, local food system economics, and rural development issues.

#### **Extension:**

- Branding, online and social media marketing for businesses
- Local food system economics
- Rural development
- Regional economic analysis

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