



# Marketing That Works

*Messaging & Brand  
Positioning for More  
Customers & Sales*

ADVENTURE TRAVEL  
WORLD SUMMIT.

**PANAMA**  
7-10 OCTOBER • 2024

- **BA in Marketing and Cognitive Psychology**
- **19 years of sales & marketing experience in the travel industry**
- **Educator for the ATTA**
- **Ambassador for Chile**



**FERNANDO DIEZ**

MARKETING DIRECTOR  
QUASAR EXPEDITIONS

# The Credentials That Matter For This Workshop



- StoryBrand Certified Marketing Guide





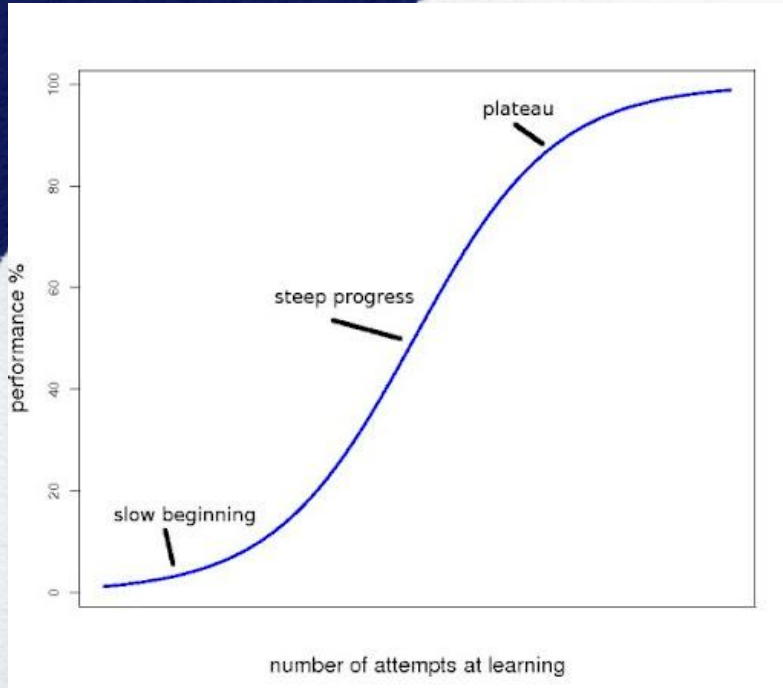
## The Accident

- Lost credibility in the B2B marketplace
- 90% of our sales were mostly gone overnight
- We had to rebuild trust with our clients
- The little B2C business we had was largely WOM

**WE HAD TO TAKE CONTROL OF OUR OWN FATE**

## The Big Benefit For You

- Bypass the learning curve
- Get results faster
- Using a method that works





## THE HARD TRUTH In a Crowded Marketplace Most Businesses Are Being Ignored

- You are not communicating clearly
- Customers don't know what you do or what you stand for
- Your sales team does not know how to differentiate your products in the marketplace

# Most Companies Waste an Enormous Amount of Money on Bad Marketing

- When your message isn't clear:
  - Customers become confused
  - They tune out
  - They ignore you and go to your competitors



# People Don't Buy The Best Products



## They Buy

- The product that speaks to them
- The product that gives them clarity
- The product that solves their problem



## They Don't Buy

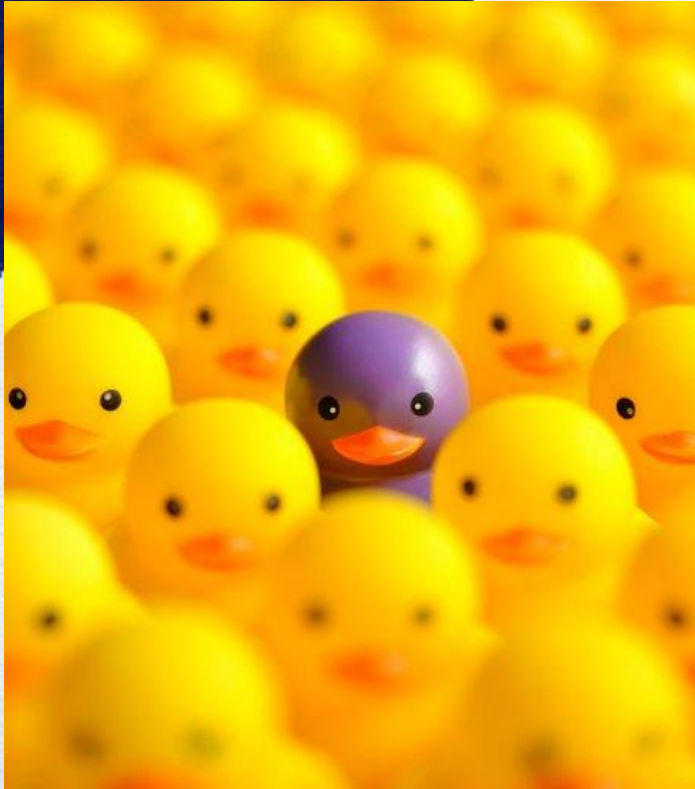
- Products that are confusing
- Products that make them think too much
- Products that don't offer an exact solution to their problem





## THE PRIMITIVE BRAIN

- Is trying to survive & thrive
- Is trying to conserve mental calories
- The brand that communicates the simplest is going to WIN

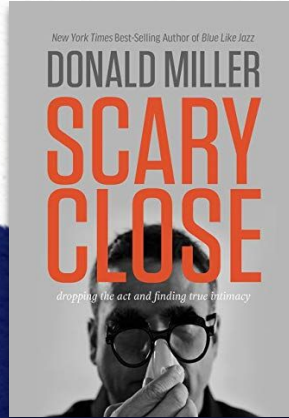
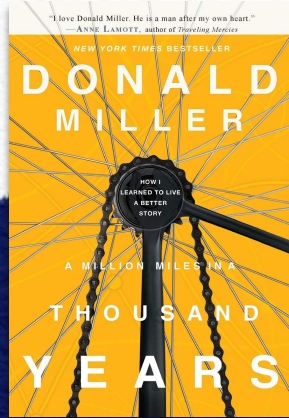


## The StoryBrand 7-Part Framework (SB7)

- Based on the principles of storytelling
- Once implemented you'll be seen, heard and understood in the marketplace

“If you confuse, you lose.”





NYT Best Selling  
Author

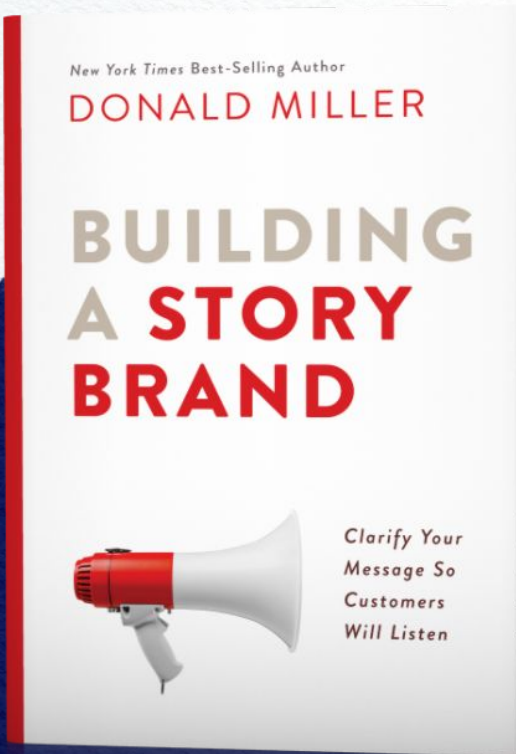
Creator of StoryBrand  
and Business Made  
Simple



**DONALD MILLER**

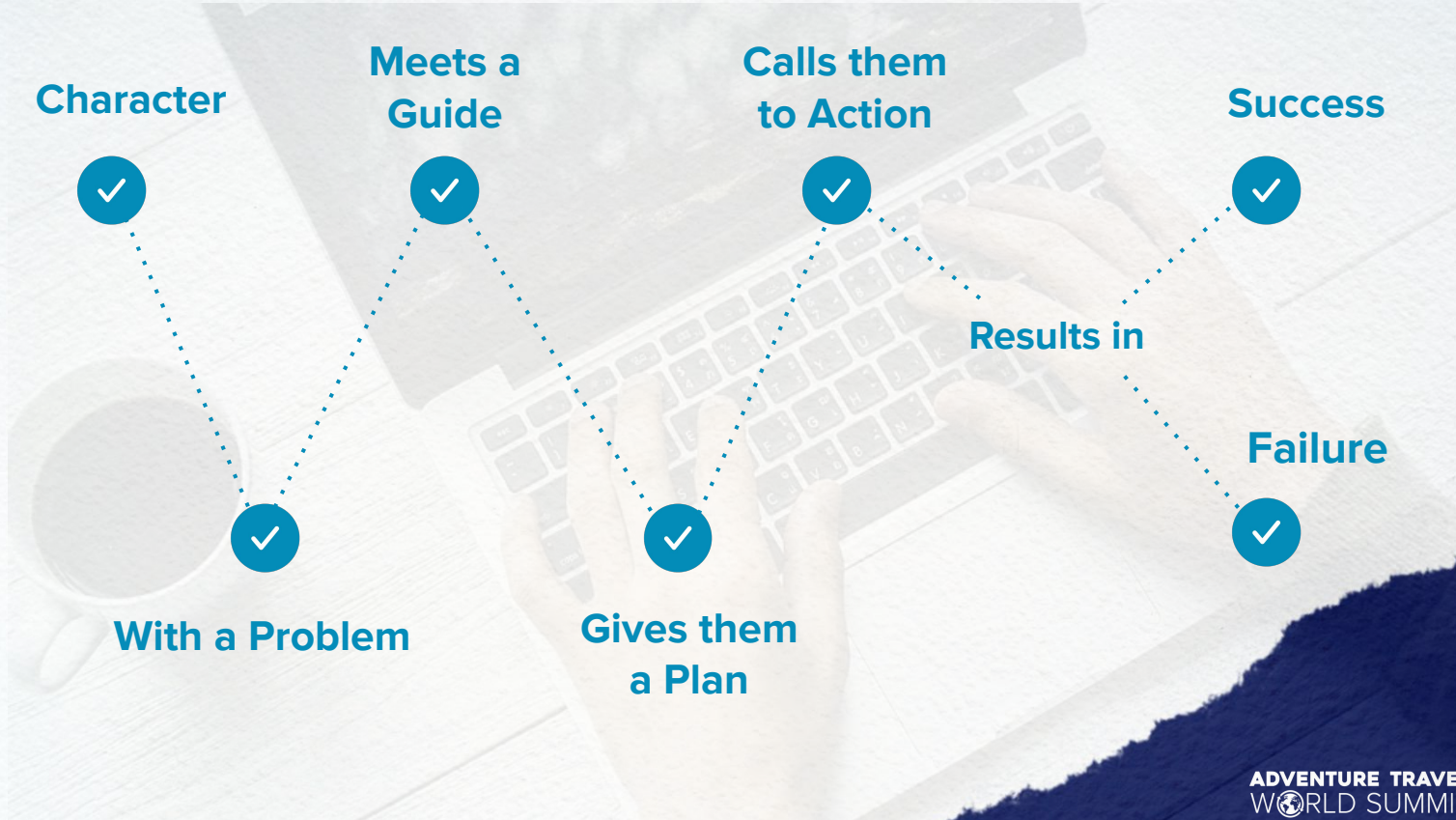
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- 7 Part Framework that uses story to provide clarity
- Engages with an audience
- Makes them listen

# The Elements of Every Good Story



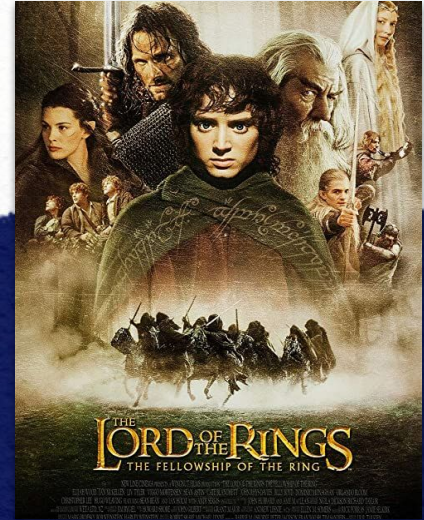
# Good Stories Hijack The Mind's Attention



3h 1m



3h 15m



2h 51m

- Cross Cultural and universal
- Every brain speaks the language of story

# The One Page Brandscript

PROJECT \_\_\_\_\_

THE ONE PAGE BRANDSCRIPT



“Stories are at their best when they are really simple.”



# THE CHARACTER



Must do 2 things:

1. Define who is the character in your story
  2. Define what the character wants
- Politics



## The Character

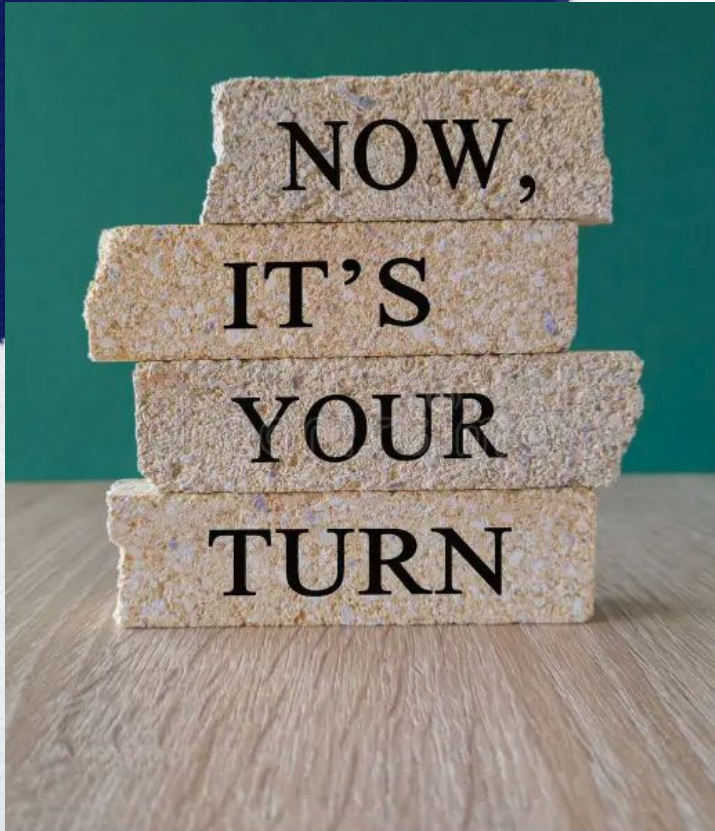
- If you have many products, focus on **ONE** to find the main character for that product
- Many businesses try to speak with too many audiences together because they're afraid of missing out
- If you do this your message will become diluted



## The Character

- We're going to choose **ONE** customer
- This is your **IDEAL** customer or the one who represents the largest segment of your audience
- **80 / 20** rule

# Defining Your Character



- **Basic Demographics:**
  - Who makes the buying decision, age, gender, income level, nationality, language
- **Deeper Knowledge:**
  - Average household income, hobbies and interests, pains or fears, aspirations

# DEFINE YOUR CHARACTER



A CHARACTER

What do they want?

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- Who are we going to be talking to
- What are they looking for, what do they want?



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## Road Cycling Company

- **Who is the character:**
  - Road Bike Cyclists in their 40's who take trips together with a small group of friends
- **What do they want?**
  - A fun, safe and memorable road cycling trip

# THE PROBLEM



- Now that you've entered into your customer's story, how do you increase their interest in your brand?
- You start talking about the problems they encounter every day
- This is the heart of the story
- Tell customers the problem you help them solve



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# Your Customer's Problem Is Divided into 3

- **External Problem**
  - A problem outside of the control of your customer. It's the problem they think they face
- **Internal Problem**
  - How the external problem makes them feel
- **Philosophical Problem**
  - Why it's fundamentally wrong that they're having to deal with this problem.

# The Problem



- It's ok if you solve multiple problems for customers (software for example)
- But your marketing should focus on 1 MAIN problem
- Talking about too many problems creates confusion and your marketing becomes diluted

# Now It's Your Turn

## Define Your Customer's Problem

- External
- Internal
- Philosophical

External

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Internal

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Philosophical

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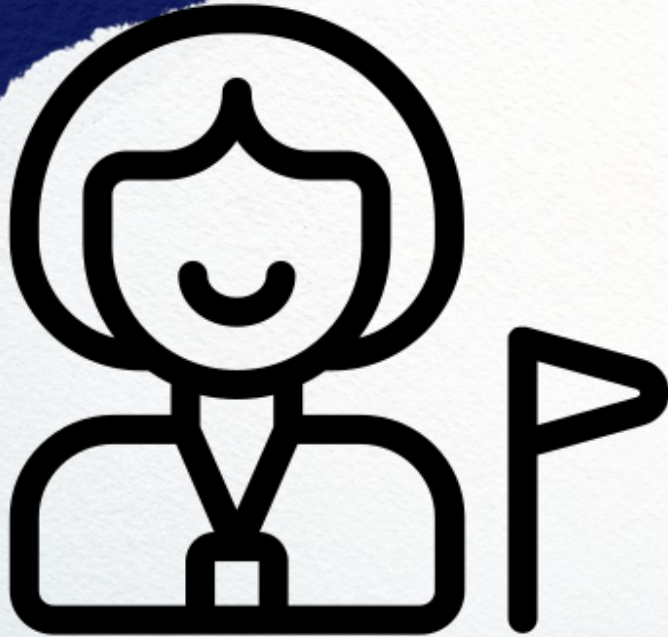
WITH A PROBLEM

# Road Cycling Company



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- **External Problem**
  - Past trips have been disappointing
- **Internal Problem**
  - They feel frustrated and unsure that there is a company out there who can really deliver a trip that will live up to their expectations.
- **Philosophical Problem**
  - Everyone deserves to have a memorable adventure during their well-deserved leisure time.



## THE GUIDE

This is the first time in the brandscript we talk about ourselves.

This is who YOU must become

- If heroes could solve their own problems, the audience would stop listening
- Stories for centuries have had guides
- **NEVER** play the hero

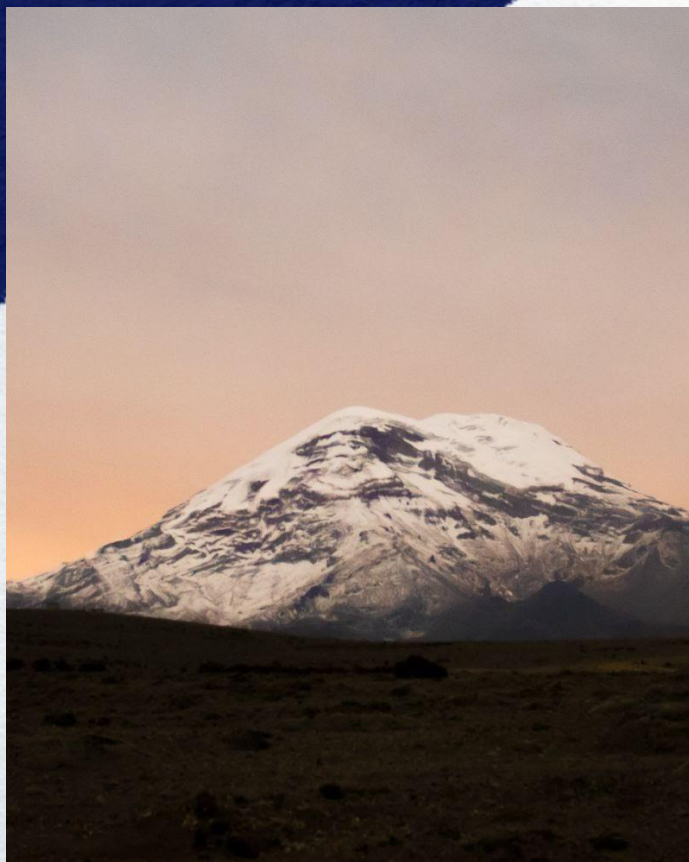


# The Qualities of a Good Guide

1. Empathy
2. Authority

## Your Goal As The Guide:

- To lay out a plan for your customer so see you as an authority and to trust you



## Chimborazo Example

- Highest point from the center of the earth
- 6,232m (20,500 ft) above sea level
- Introduced to 2 Guides



## Guide 1

- **Has climbed Chimborazo 100 times**
- **Trains months at a time for each climb**
- **Insane exercise and nutrition plan to help get me to the top**



## Guide 2

- Understands my desire to climb Chimborazo
- He's climbed the mountain many times but his first times were difficult
- There are smaller mountains I can start climbing to train
- Tells me nutrition is important but not to sweat it
- Simple preparation plan



## Position Yourself Like Guide #2

Find a balance between  
empathy and authority



## EMPATHY

Resonate with your customer's pain or problem

- We are social creatures and we identify with people who are like us
- Tell your customers that you understand them
- Creates trust



# AUTHORITY

Position yourself as the one who can solve your customers problem

- Show them your credentials
- What have you done that establishes you as an authority?



## Ways To Express Authority

- Avg rating on a review platform
- Number of years in business
- How many customers you've served
- Amount of money you've saved customers
- Number of awards you have won



## Ways To Express Authority

- No need to brag if you have lots of credentials, awards or lots of years of experience
- Especially important for the well-established businesses
- A little bit of authority goes a long way



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## The Guide

### YOU, The Road Cycling Company

**Empathy:** We understand you want to go on an epic road cycling trip with your best mates.

**Authority:** Over the course of the last 10 years we've helped hundreds of adventurous cyclists like you to discover the swiss alps.

## Now It's Your Turn

How will you empathize with your audience?

What credentials do you have that establish you as an authority?



MEETS A GUIDE  
WHO UNDERSTANDS  
THEIR FEAR

Empathy

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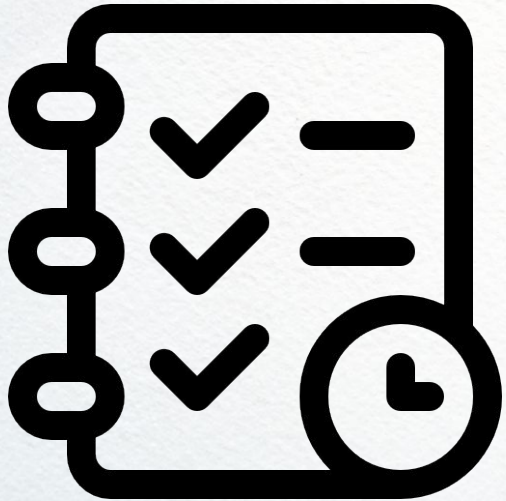
Authority

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## Phrases to express empathy

- We understand that...
- It must be hard be for you...
- It's understandable that you would feel....
- Of course, you feel frustrated...
- Your frustration makes total sense to us...
- We get it...
- We would like to help
- We can make things better for you
- We are proud of you.
- We're here for you, no matter what.



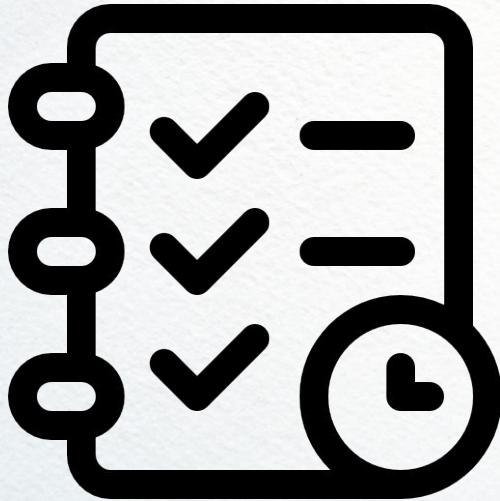
## The Plan

How can someone do business with me?

- **Simple plan**
  - The baby steps to do business with you
- **Real estate business example**

# The Plan

3 to 4 steps max



## Example 1:

1. Schedule a call
2. Get a customized Plan
3. Let's execute it together!

## Example 2:

1. Download our software
2. Try it for free
3. Enjoy stress-free financial reports



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## The Plan

1. Call one of our cycling experts
2. We'll work together with you to plan YOUR perfect trip
3. Enjoy the cycling holiday of a lifetime

# Now It's Your Turn

Write your 3 or 4 step plan



AND GIVES  
THEM A PLAN

Summarize your plan

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# Calls Them To Action

Your calls to action have to be direct and clear



- If you don't make it clear what you want them to do, they won't do it!
- Don't be vague
- Be direct
- Don't say "get started" or "learn more"

# Calls Them To Action



## Primary Call to Action

- For the ones that are ready to buy or who are hot prospects

## Transitional Call to Action

- What do you want them to do if they are not yet ready to buy?

# Primary Calls to Action



- **Schedule a call**
- **Fill out a form**
- **Buy Now**
- **Talk to an agent**
- **Get a quote**
- **Start your free trial**

## Transitional call to action



- **Download our free Guide**
- **Join our webinar**
- **Watch this video**
- **Try our software for free**



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philiplochner.com

## Calls Them To Action

### Primary:

- Talk To a Cycling Expert Today

### Transitional:

- Download our free guide on the “5 tips to prepare for cycling the Swiss Alps”



THAT CALLS  
THEM TO ACTION

What's the call to action?

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## Now It's Your Turn

- What is your primary call to action?
- What is your transitional call to action?



## THE STAKES

### Success vs. Failure

- Tell your customers what the cost is of **NOT** doing business with you
- Tell customers of what life would look like if they **DID DO** business with you



# FAILURE

## Common Examples

- Wasted Time
- Wasted Money
- Unfulfilled expectations
- Disappointment
- Boredom
- Frustration
- Danger



## A little negativity goes a long way

- Do not overdo it
- Our brains want to live in a happy world
- The cake recipe



# SUCCESS

## Common Examples

- More Time
- More Money
- Exceeded Expectations
- Peace of mind
- Reduced Risk
- Freedom
- Unmatched Fun
- Worry-free / Hassle-free



# SUCCESS

## Common Examples

- **AVOID** elusive language like “fulfilling adventures”.
- Instead “an adventure that will make your neighbors jealous”
- Be visual with language that helps people “see, smell, taste” the life they can experience



# SUCCESS

## Common Examples

- Our customers no longer struggle with....
- You don't have to worry anymore...
- Act now and avoid the hassles.



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## The Stakes

### Success:

- Book now to enjoy the most memorable road cycling trip of your life.

### Failure:

- Avoid wasting your time and money on a disappointing road cycling trip



SUCCESS

Successful Results

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



FAILURE

Tragic Results

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Now It's Your Turn

### Success:

- What does success look like with your product or service?

### Failure:

- What does failure look like if they don't use your product or service?

# Identity Transformation

- What is the transformation your customers will have gone through once they've done business with you?
- What is their status now or how they are going to feel. What have they go from and what have they become?



# The Final Piece: Identity Transformation



From the young insecure Simba,  
to the adult king that honors  
Mufasa's memory



From the young and unskilled  
Luke Skywalker to the Jedi  
Grandmaster



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# The Identity Transformation

## From:

- Frustrated and unconfident

## To:

- A happy and stress-free adventurer who just booked the cycling trip of a lifetime.



IDENTIFY  
TRANSFORMATION

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Now It's Your Turn

- What is the transformation your customers will have gone through?



Swiss Alps Road Cycling Adventures

Adventurer and not a tourist

At \_\_\_\_\_ we know that you want to be (a/an) \_\_\_\_\_  
COMPANY NAME IDENTITY TRANSFORMATION

\_\_\_\_\_. In order to do that, you need \_\_\_\_\_  
CHARACTER WANT

problem is \_\_\_\_\_ which makes you feel \_\_\_\_\_  
EXTERNAL PROBLEM INTERNAL PROBLEM

\_\_\_\_\_. We believe \_\_\_\_\_  
PHILOSOPHICAL PROBLEM

\_\_\_\_\_ you want to go on an epic road cycling trip with your best mates.  
We understand \_\_\_\_\_ which is why we \_\_\_\_\_  
EMPATHY AUTHORITY

\_\_\_\_\_ Have spent the last 10 years we've helped hundreds of adventurous cyclists like you to discover the swiss alps.  
\_\_\_\_\_

Here's how we do it: 1. \_\_\_\_\_ 2. \_\_\_\_\_  
PLAN: STEP 1 PLAN: STEP 2

\_\_\_\_\_ 3. \_\_\_\_\_  
PLAN: STEP 3

So, \_\_\_\_\_ . And in the meantime, \_\_\_\_\_  
DIRECT CTA TRANSITIONAL CTA

\_\_\_\_\_ . So you can stop \_\_\_\_\_ and instead \_\_\_\_\_  
FAILURE

\_\_\_\_\_ Feel happy and stress-free knowing you just booked the cycling  
trio of a lifetime.  
\_\_\_\_\_ SUCCESS

# Time to Put it all Together

**THANK** *You*

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# QUESTIONS?



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