

(Lesson 6) Storyboard Your Story - No Design Skills Necessary

It feels oh-so good to Discover Your Brand Story, although this process never truly ends. Stories evolve and you and your brand grow, so you'll continue to tweak everything moving forward.

But you now enter the **CREATING PROCESS**, an exciting time indeed. **It's when you transform ideas into reality**, and I love nothing more than turning my client's message into something tangible. Be it through videos, about pages, timelines, team areas, presentations... in the coming emails you'll learn the many means to create your brand story.

But boy is it a minefield, and staying on top of your ideas, and ensuring they align with one another and with the *bigger picture message*, is no easy feat. During the second redesign of my website (*it's now in its third*), I remember this overwhelming burden well.

"How am I supposed to stay on top of all this," I sighed, slumped on my elbow. "There's too much. Why does it make sense in my head, but as soon as I put it on the screen it looks like crap?!?!"

I worried a great deal, because not only did I struggle to bring my own Brand Story together, but how was I supposed to sell my skill set to clients if I didn't have a goddamn skill set to begin with? I aimed the entire redesign on my new Brand Storytelling ways, and how I wanted to help Brands & Individuals Discover, Create & Share their own.

Yet here I was, literally unable to practice what I preach. *"I may as well give up,"* I

said, down in the dumps and feeling sorry for myself.

I TURNED TO MY BOOKS

I discovered Brand Storytelling after realising I approached marketing and brand development differently to most my peers. Considering how I start a new novel, I realised I tackle marketing problems in the same manner. Writing and marketing combined, lead me towards Brand Storytelling in the first place, so in times of dire need, I often daydream about my pen scratching ways.

"How do I start a novel?" I asked myself. "How do I organise all my thoughts, ideas, and characters into something that makes sense?"

Um-ming-and-ah-hing, I tapped my chin and screwed up my nose. *"What about a Storyboard,"* I said. After all, I was crafting a few videos as part of my Brand Story. *"No, I can't do a storyboard. I can't draw for toffee, and can't afford to hire an illustrator."*

I presumed a storyboard had to look a certain way, and I assume you do, too.

But then I shook my head and said, *"Screw that. I can create a storyboard anyway I like. In essence I storyboard my novels, but I don't draw anything..."*

With my eureka moment in hand, I realised you don't need to draw or sketch in order to create an effective storyboard. You're not creating a Hollywood blockbuster, and the only people who need to see it are you and your team. Approaching my Brand Story in the same way I do my books, I organised my ideas, thoughts, and plans that afternoon.

No more stress or worry. Quitting be gone, for Turndog's back and raring to go. And would you like to know something, I use the same storyboard structure today with clients. Aren't eureka moments amazing?

STORYBOARD YOUR STORY - NO DESIGN SKILLS NECESSARY

When it comes to writing a novel, rule 101 is to have a Beginning, a Middle, and an End.

It isn't just novels that require a structure like this, but stories in general. This includes your Brand Story, so if you want to organise all those thoughts and ideas, and ensure they align with one another and your *big picture message*, ensure you have a Beginning, a Middle, and an End.

It may sound simple, but I like simple. I value a *less is more* approach. Transform your storyboard into a work of art by all means, but the whole point of one is to organise your story's structure and visualise the process. Its sole purpose is to bring your ideas together into a cohesive thought.

I talk about how I start a novel in **THIS BLOG POST**, and the heading you need is '***Plotting The Journey***'.

As you can see, I separate my plot into a Beginning, a Middle, and an End, and I visualise the process through colour, dates, and locations. But there are no drawings or sketches, and although I may take a more robust approach for certain client projects, the overarching structure remains the same:

A BEGINNING. A MIDDLE. AN END.

Today's download is a **Beginning, Middle & End Template**, and I encourage you to keep things simple and use it in the initial instance. If you want to add more visuals at a later date, and create a *traditional* storyboard, do so. For now, keep things ultra simplistic.

**>> DOWNLOAD YOUR FREE
TEMPLATE HERE <<**

The reason I encourage you to keep things simple is because you'll create several storyboards moving forward. You have **Your Overarching Brand Story Storyboard** (*the structure that houses everything - videos, images, presentations, language, website...*) and individual storyboards for each element (*each video for instance, requires it's own beginning, middle, and end*).

Things can spiral out of control rather easily, so when I work with a client I create a Beginning, a Middle, and an End for the **BIG PICTURE STUFF**. This allows me to place all my ideas on the table, move them around, and ensure everything aligns and plays nicely with each other. Keeping things simple makes it easy to adjust and tinker with, which trust me, you will do.

As I delve deeper and start creating individual videos and web pages and presentations, I give each of these a Beginning, a Middle, and an End. Like I say, the actual layout differs each time. Sometimes I use images or icons or sketches. The finer details always change. But the structure (*Beginning, Middle & End*) remains the same.

**YOUR CHALLENGE, SHOULD YOU
CHOOSE TO ACCEPT IT**

You'll create several storyboards in the coming days and weeks, and each one will differ (*depending on whether you're creating a video, about page, timeline...*). Your challenge today is to **Begin Your Overarching Big Picture Storyboard** using the **Beginning, Middle & End Template**.

Add as much detail as you can, but your aim is to get all your ideas down in one place and structure them so they fit within either the Beginning of your Brand Story, the Middle, or towards the End.

Don't worry, you can switch things around, and add/delete bits moving forward. I encourage it, **because I'm about to throw a whole host of inspiration your way in the coming emails** :)

Beginning your Brand Story Storyboard today makes life much easier. Not only does it keep you on top of your ideas and ensure everything aligns, but as you include other people (*team members, graphic designers, freelancers, investors...*) you make sure you're getting your point across and communicating your story properly.

Remember, a storyboard's purpose is to structure your thoughts and visualise them. It doesn't have to be a work of art.

With that, I'll bid you farewell. If you have any issues or questions, be sure to Hit Reply and ask away. I can't wait to see you bring your ideas together.

Speak soon, TURNDOG

*PS: As we approach the midway point of this Free Course, I'd love to hear your thoughts. **Hit Reply** and let me know your biggest issue/worry/problem so far. With your help, we can make this the most valuable free course on the entire inter-web :)*