

START SPEAKING FRANKLY

# Frankly

*Framework*

FRANKLY X COMPANY NAME

**The Frankly Framework will extract what makes your business story worth telling and positions it to be told to everyone who would care.**

**WHO YOU ARE**

## YOUR MISSION

**The Key to Unlocking  
Your Story Begins With  
Your Mission.**

Start by distilling who you are and what you're about in the simplest terms possible on the following slide.

# YOUR MISSION

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YOUR VISION

# Strategy Without Vision Is Just an Idea.

By deciding where you want to take your business, you hold the roadmap to consistently engage your community, turning strangers into customers and customers into vocal supporters.

# YOUR VISION

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## Next, Write the 4 Most Important Pieces of Your Business You Want Your Audience to Know.

# 1

### PILLAR 1

Add a quick description of each pillars—from product offerings to pieces of your business story.

# 2

### PILLAR 2

Add a quick description of each pillars—from product offerings to pieces of your business story.

# 3

### PILLAR 3

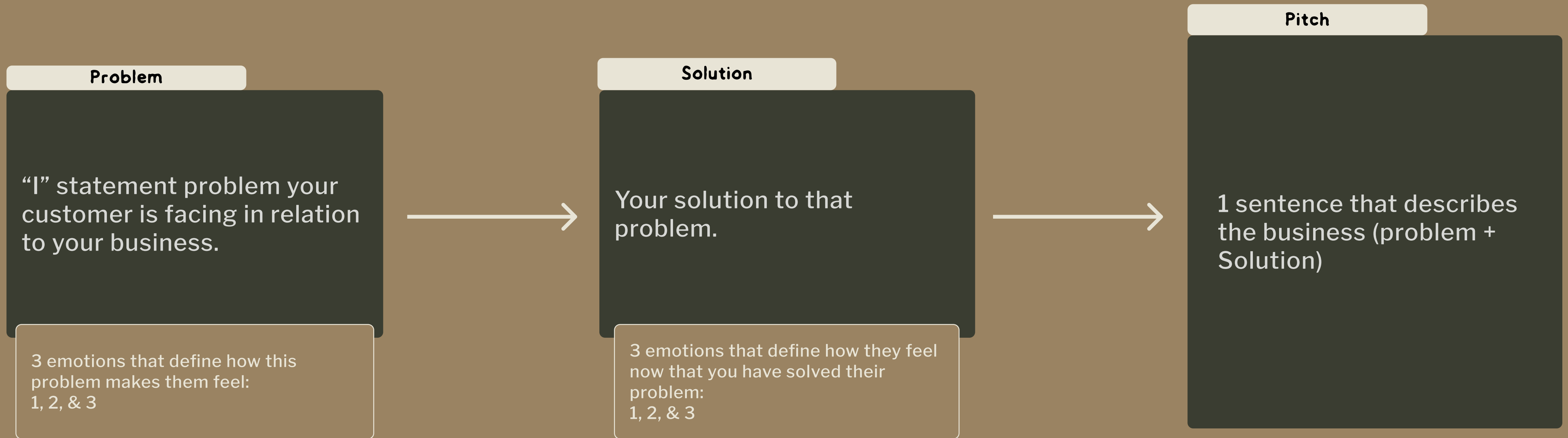
Add a quick description of each pillars—from product offerings to pieces of your business story.

# 4

### PILLAR 4

Add a quick description of each pillars—from product offerings to pieces of your business story.

**Now that you've listed the 4 core pillars of your business, let's take it 1 step further to discover how that meets your potential clients where they are.**



**YOUR AUDIENCE**

# Now That You've Honed in on Who You Are, It's Time to Define Your Target Audience.

By completing the following slides, you will have a granular understanding of who you want to speak to.

# Ideal Audience Profile #1

First Last

Nickname

Status

Location

Income

**Goals**

- Add Text...
- Add Text...
- Add text...

**Pain Points**

- Add Text...
- Add Text...
- Add text...

**How We Help**

- Add Text...
- Add Text...
- Add text...

**Objections**

- Add Text...
- Add Text...
- Add text...

# Ideal Audience Profile #2

**First Last**

Nickname

Status

Location

Income

## Goals

- Add Text...
- Add Text...
- Add text...

## Pain Points

- Add Text...
- Add Text...
- Add text...

## How We Help

- Add Text...
- Add Text...
- Add text...

## Objections

- Add Text...
- Add Text...
- Add text...

**YOUR BRAND**

**You know who you are and who you're speaking to. Now it's time to put that voice into practice.**

**The following slides give you a tangible plan for how to position your business in a way that will resonate with your audience.**

# Give 3 Words That Define the Brand of Your Business.

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## VALUE 1

Describe your business as if it were a character in a movie.  
How would you define it?

## VALUE 2

Describe your business as if it were a character in a movie.  
How would you define it?

## VALUE 3

Describe your business as if it were a character in a movie.  
How would you define it?

**Differentiator**

Explain how this business is different from its competitors



**Voice**

4-5 adjectives w/ 2-3 anti-descriptors  
(we are x, not y)



**Simply Put**

Explain your business in the simplest terms possible

**Now, tell the story of this company  
through this specific lens.**

**YOUR DIRECTION**

**A lot of the heavy lifting has been completed. Now it's time to tie it all together by creating your final direction.**

**This phase of the framework gives you all of the tools needed to be seen and known by everyone who should care about what you offer.**

**Script**

Create a script that gives a complete overview of the direction you want to take.

**Overview**

Write 2-3 sentences to sum up how this direction makes you feel.

**Descriptors**

Pull from the voice section of slide 13 to create outward facing descriptors of your business.

## VERBAL MOOD BOARD

Pull inspiration from ads in the wild that share your brand voice and Create your verbal mood board here.

**Congratulations on completing the Frankly Framework! You now have everything you need to speak frankly.**

**If you would like my help creating this framework for your business, you can reach me anytime at [startspeakingfrankly@gmail.com](mailto:startspeakingfrankly@gmail.com).**

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