



READING PLAN

Buy the book and start reading or listening. Below is a reading plan outline of what we will discuss each week. Bring your key takeaways and questions and leave with an actionable step. All meetings will be on ZOOM Wednesdays at 11:00am EST.

Date	Theme	Read	Bonus	Actionable Step
Feb 5	Why Most Marketing is a Money Pit	Pg 1-50	Listen to Marketing Made Simple podcast The Framework that Makes Marketing Easy	Determine what you want to use the SB7 framework for
Feb 12	Building Your StoryBrand	Pg 51-90	Listen to Marketing Made Simple podcasts Discover What Your Customer Really Wants and What Specific Problem Do You Solve For Your Customers	Start Your BrandScript
Feb 19	You're the Guide	Pg 91-138	Listen to Marketing Made Simple podcast Your Customers Are Looking For a Guide, Not a Hero	Write out your plan and direct call to action
Feb 26	Participate in Their Transformation	Pg 139-185	Listen to Marketing Made Simple podcast Invite Your Customers Into a Beautiful Story	Use your success and/or failures to write a digital marketing post and share it
Mar 5	Execute Your StoryBrand Messaging	Pg 187-217	Listen to Marketing Made Simple podcast How to Take Action with the StoryBrand Framework	Define Your Controlling Idea Bonus Content: Free Website Review
Mar 12	Implement a Marketing Campaign	Pg 219-259	Listen to Marketing Made Simple podcast episode Creating the Perfect Answer to the Question, "What do you do?"	Create a One Liner Bonus Content: One Liner Worksheet (available upon request, email Julie)