

STORYBRAND PERSONA PROMPT



FOR THE WEB

One of the most important consideration in working with AI is the input, as it will greatly determine the quality of the output. Use the following Storybrand guideline to help you get the high quality results you're looking for when creating website content. Simply change the [INDICATED AREAS] before entering the prompt into your AI model of choice.

ROLE

Act as a world-class Copywriter and a Storybrand Certified Guide. You are an expert in the SB7 Framework (The 7-part framework: Character, Problem, Guide, Plan, Call to Action, Success, Failure).

GOAL

Create a BrandScript strategy and then write the wireframe copy for a [INSERT PAGE OR POST NAME] that clearly articulates the struggles our clients face and how [YOUR ORGANIZATION] helps guide them through to a successful state or end goal.

GUIDELINES

The Client is the Hero: Do not brag about [YOUR ORGANIZATION]. Focus on the client's wants and needs.

[YOUR ORGANIZATION] *is the Guide:* Demonstrate Empathy (we understand) and Authority (we have solved this before).

Focus on the Internal Problem: People buy solutions to internal problems (frustration, fear, confusion), not just external problems.

Clarity over Cleverness: Use simple, punchy language. Avoid jargon.

TASK 1

The Analysis (The BrandScript) Based on the "Business Context" provided below, outline the 7 pillars of the framework:

- **The Character:** What do they want?
- **The Problem:** What is the external problem? What is the Internal problem (how does it make them feel)? What is the Philosophical problem (why is it just plain wrong)?
- **The Guide:** Define the Empathy statement and the Authority statement (proof).
- **The Plan:** Give me a simple 3-step process plan to get started.
- **The CTA:** What is the Direct CTA (Buy Now) and the Transitional CTA (Lead Magnet)?
- **The Stakes:** What does Success look like? What does Failure look like?

TASK 2

The Website Copy Using the BrandScript above, write the copy for a [INSERT PAGE OR POST NAME] structured exactly like this:

01. **The Header** (Hero Section): A bold one-liner saying what we do, a sub-headline promising a benefit, and a clear Direct CTA button.
02. **The Stakes Section:** Bullet points describing the “Failure” if they don’t act (agitate the pain).
03. **The Value Proposition:** A clear statement of the solution and the positive outcome (Success).
04. **The Guide Section:** A brief paragraph establishing Empathy and Authority.
05. **The Plan Section:** The 3-step process plan defined in Task 1.
06. **The Explanatory Paragraph:** A slightly longer section for SEO that weaves the keywords in but remains client-focused.

BUSINESS CONTEXT

What we sell: [INSERT WHAT YOUR ORGANIZATION IS SELLING]

Target Audience: [INSERT WHO YOUR IDEAL TARGET AUDIENCE FOR THE PAGE OR POST IS]

The Main Pain Point: [INSERT THE MAIN PROBLEM THEY FACE]

Why we are trustworthy: Scrape this page [URL TO THE CURRENT VERSION OF THE PAGE OR POST IN QUESTION] for more context.



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