

#1 INTERNATIONAL BESTSELLER

STORYBUILDING

YOUR BRAND FROM THEIR STANDPOINT

CUSTOMER, USER, INVESTOR, DONOR, PARTNER, SUPPLIER, BOSS

John Elbing - 2025

standpoint

**STOP
TALKING ABOUT YOU**

JOHN ELBING

**FREE
BONUS**
Storybuilding
AI Prompts
Inside

John Elbing



- (Future) author of Storybuilding
- Strategic Business STORYBUILDING Consultant at [standpoint](#)
- Startup & business coach for Innosuisse, FONGIT, Platinn, Pulse, UNIL HEC, Ucreate, Singa, BOWIE.
- Teach for Innosuisse, Venturelab, HEG, CREA, ITC/UN, Geneva Business School, EU Business School.

LinkedIn





**Companies
talk about what they do,
from their standpoint.**

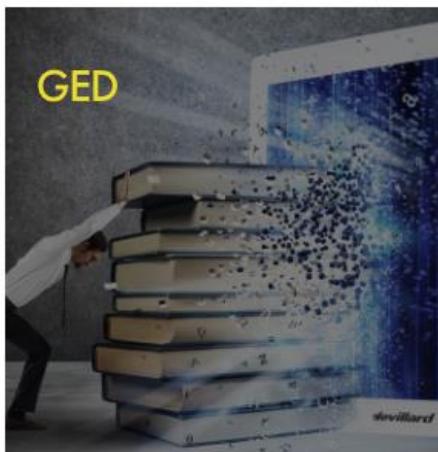
We, we, we...



**Customers have to figure out
if it's for them, and
how it will make their life better.**



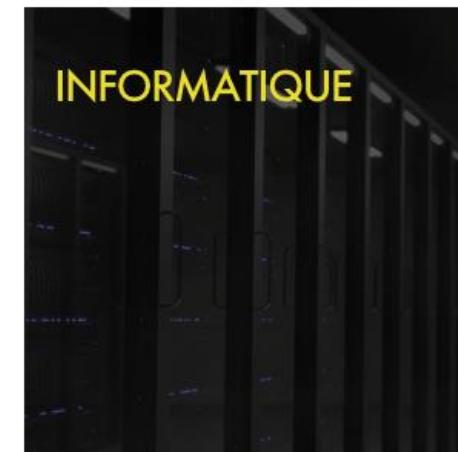
EDM



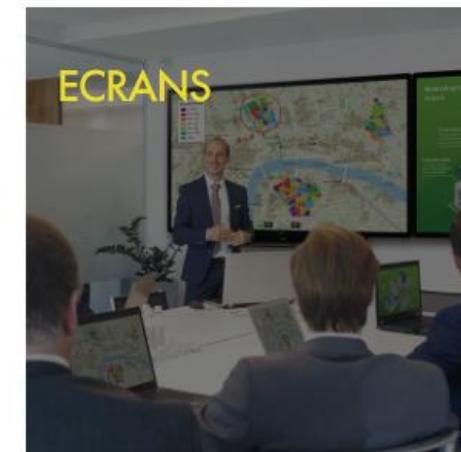
Print



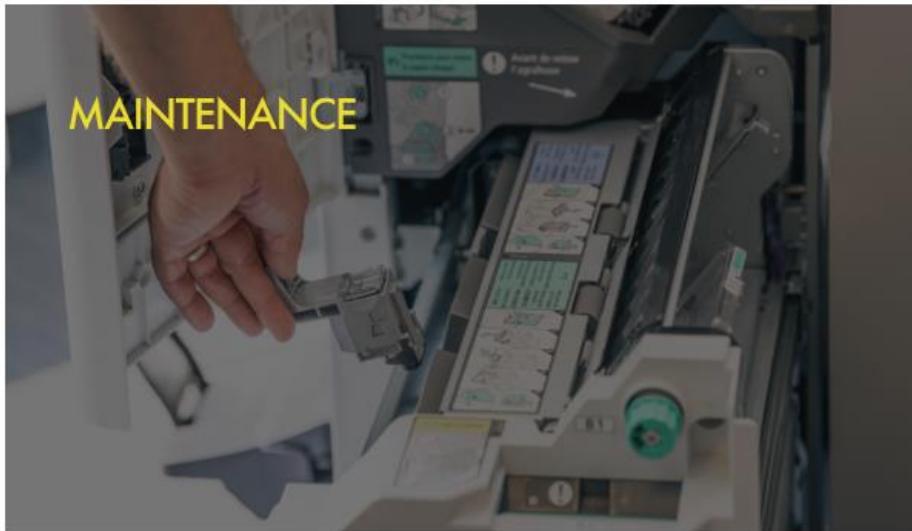
IT



Screens



MAINTENANCE



ÉVÉNEMENTS - PARTENARIATS



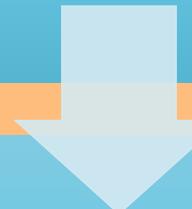


**Tell their story from
their customer's standpoint,
following the natural emotional
steps of brand discovery.**



You encounter a brand

Is it for people like me or companies like mine?



Do I clearly understand how they are different and their offer?



What will the experience be like and how will my life be better?

Recognition





Get things done with the #1 task management app

Manage, oversee, and communicate all tasks and projects for your non-desk teams from one single place

Start now, it's free!



No credit card needed | Best ease of use  Capterra ★★★★★

GDPR aligned  iOS 27001  SOC 2 certified 

TRUSTED BY OVER 50,000 COMPANIES



Learn more about our task management in 2 minutes

Contact sales  Get Started 

Streamline your workflows for maximum efficiency

Plan, manage, and track all your team's projects on one customizable platform.

Select what you'd like to manage:

- Project Management Marketing CRM and Sales Creative and Design Software Development
- Task Management Operations Construction HR and Recruitment IT 200+ Solutions

Get Started 

Free forever. No credit card.

Team planning



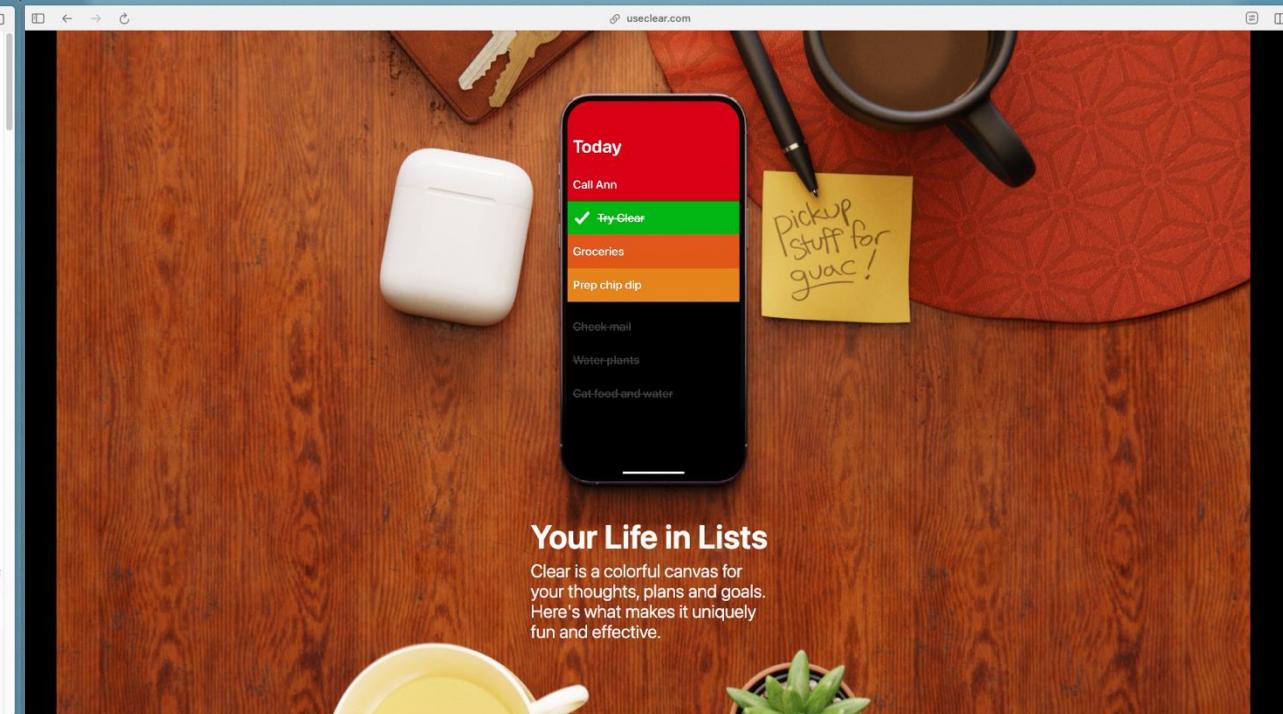
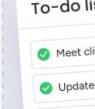
To-do list progress



Time tracking log



To-do list



Your Life in Lists

Clear is a colorful canvas for your thoughts, plans and goals. Here's what makes it uniquely fun and effective.

Contact sales  Get Started 

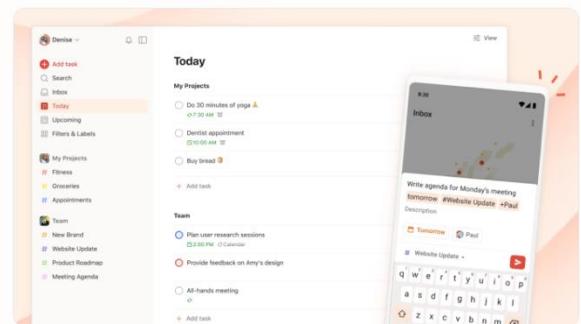
Features For Teams Resources Pricing Log in Start for free

Organize your work and life, finally.

Simplify life for both you and your team with the world's #1 task manager and to-do list app.

374K+ ★★★★★ reviews from  

Start for free



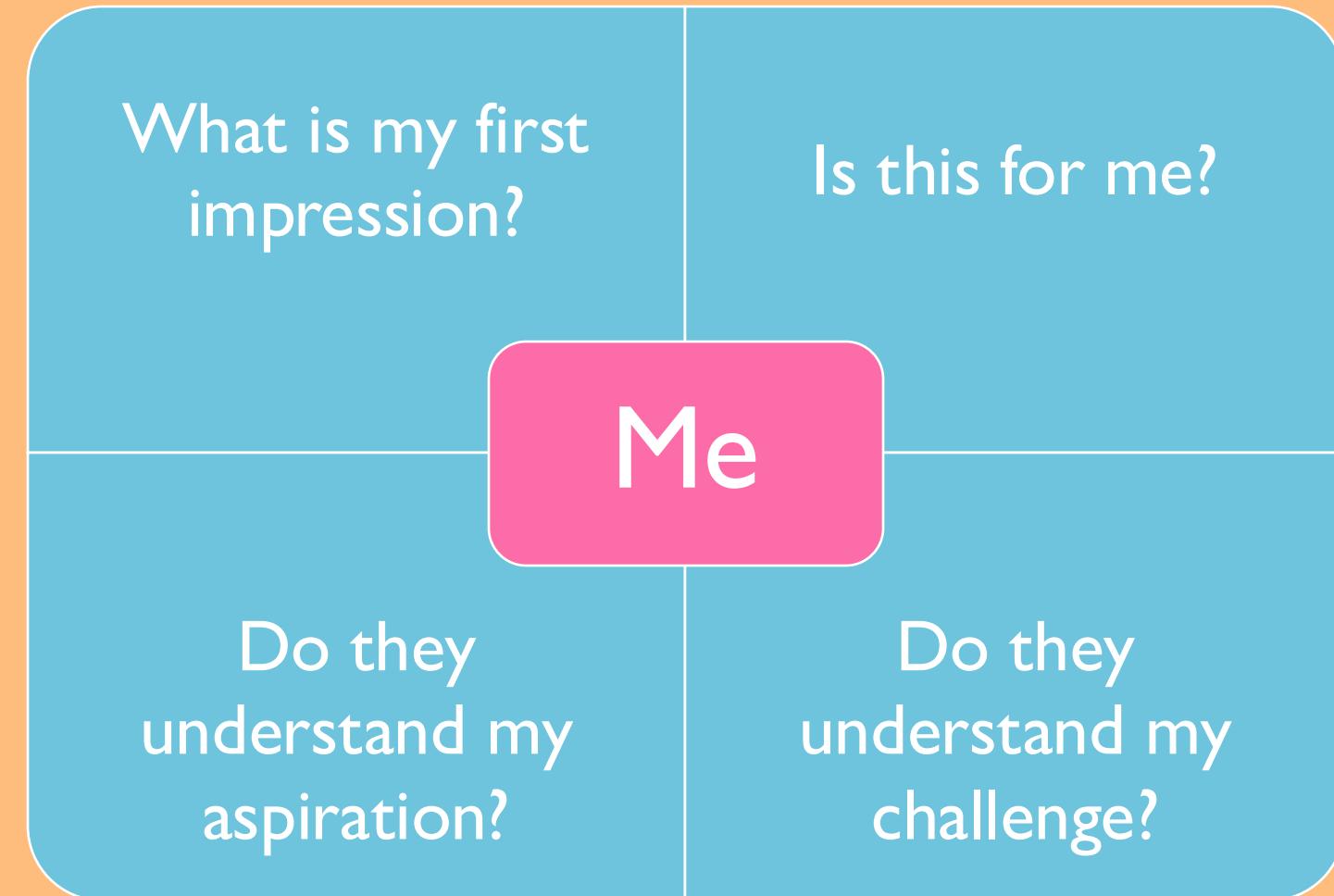
"Simple, straightforward, and super powerful"

"The best to-do list app on the market"

"Nothing short of stellar"

Recognition – Do we match?

Emotional



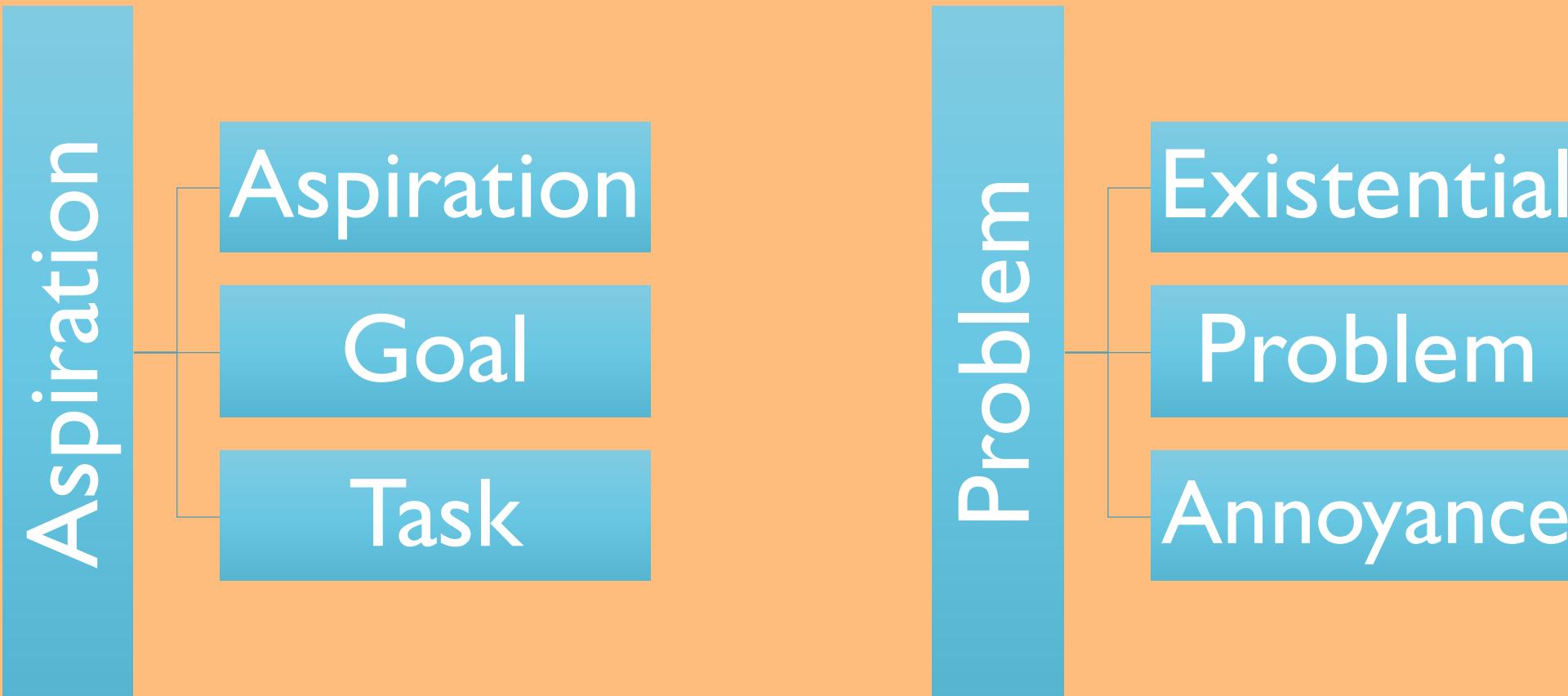
Stakeholder

Take their
standpoint



Balance and Contrast between Aspiration & Challenge

3-level method





WATA™

WATER TREATMENT

Aspiration

Saving lives

Sustainable solution

Clean water

Challenge

Disease and death

Supply chain issues

Lacking disinfectant

Perception

Standpoint & Category

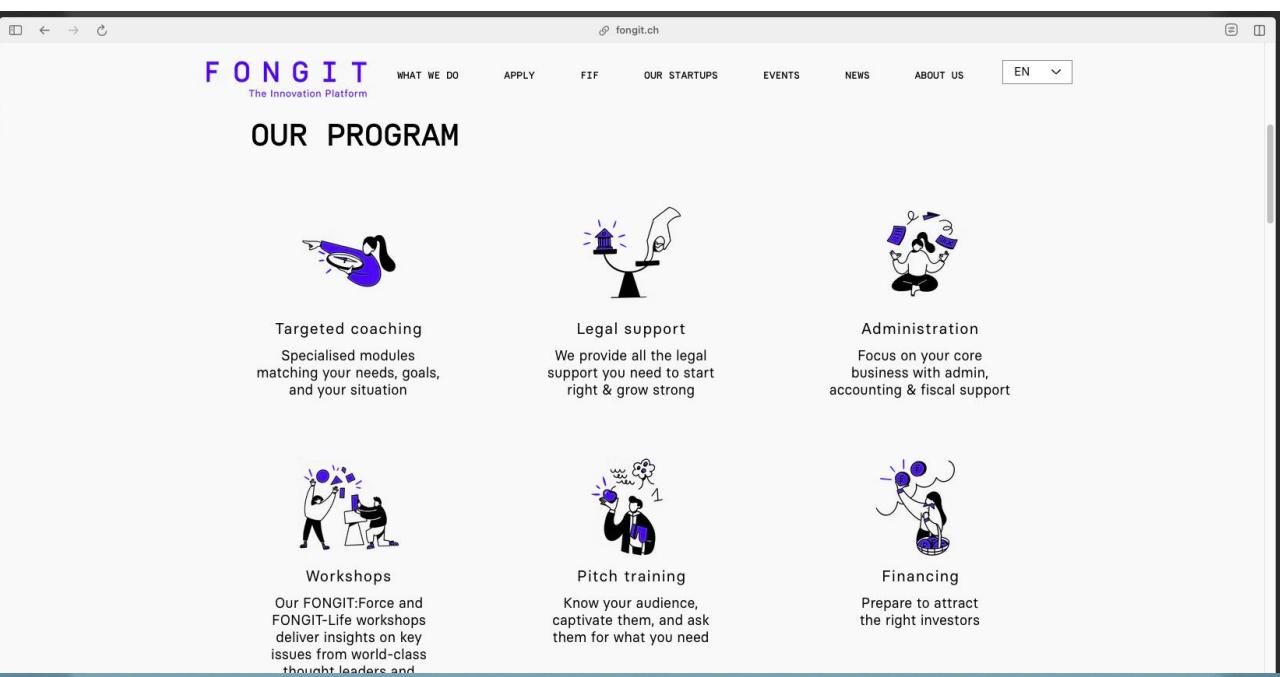


A screenshot of the KIMP website homepage. The header includes the KIMP logo, a search bar, and navigation links for Home, Services, KIMP360, Pricing, Our Work, KIMP For, FAQ, and More. A "Sign in" and "Start Free Trial" button are also present. The main content features a large image of a superhero monkey in a yellow suit and red cape standing in a space-themed environment with planets and a rocket. The text "Unlimited Graphic Design & Videos. Flat Monthly Fees." is prominently displayed, followed by a description of the service and buttons for "Schedule Demo" and "How it works".

A screenshot of the Lumini website homepage. The header features a search bar with the placeholder "Discover curated, free images for your projects!" and a "Explore Lumini" button. The main text "Create your own remix." is displayed in a large, bold, dark font. Below it, the subtext "Change the hairdos, tops, and pants." is shown. Three stylized human figures are walking across the screen. The Lumini logo is in the bottom right corner, and a "Made with Webflow" badge is at the bottom.

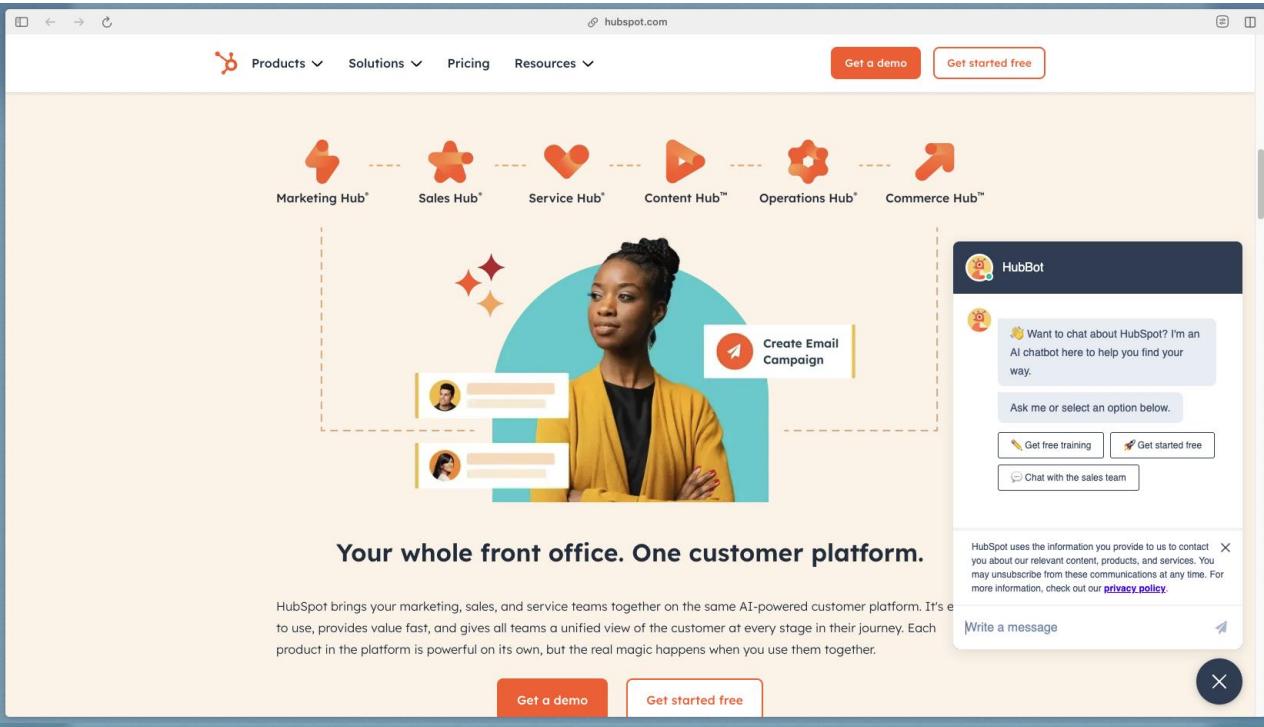
A screenshot of the Descript website homepage. The header includes the Descript logo, a search bar, and navigation links for Features, Underlord, For Work, Pricing, Resources, Sign In, and Sign Up. The main text "If you can edit text, you can edit videos." is displayed in a large, bold, black font. Below it, a subtext states "Descript is the AI-powered, fully featured, end-to-end video editor that you already know how to use." A "Get started for free" button is present. The right side of the page shows a grid of video clips and screenshots demonstrating the software's features.

Solution



OUR PROGRAM

- Targeted coaching**
Specialised modules matching your needs, goals, and your situation
- Legal support**
We provide all the legal support you need to start right & grow strong
- Administration**
Focus on your core business with admin, accounting & fiscal support
- Workshops**
Our FONGIT:Force and FONGIT:Life workshops deliver insights on key issues from world-class thought leaders and
- Pitch training**
Know your audience, captivate them, and ask them for what you need
- Financing**
Prepare to attract the right investors



Marketing Hub* **Sales Hub*** **Service Hub*** **Content Hub™** **Operations Hub*** **Commerce Hub***

HubBot

Want to chat about HubSpot? I'm an AI chatbot here to help you find your way.

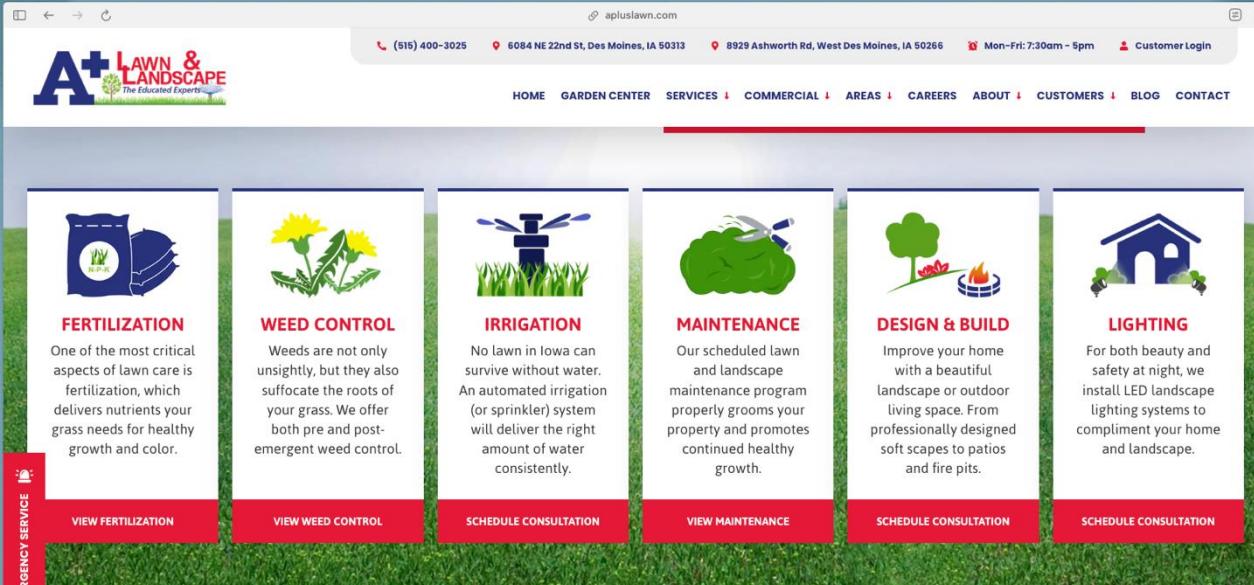
Ask me or select an option below.

Get free training Get started free Chat with the sales team

Your whole front office. One customer platform.

HubSpot brings your marketing, sales, and service teams together on the same AI-powered customer platform. It's easy to use, provides value fast, and gives all teams a unified view of the customer at every stage in their journey. Each product in the platform is powerful on its own, but the real magic happens when you use them together.

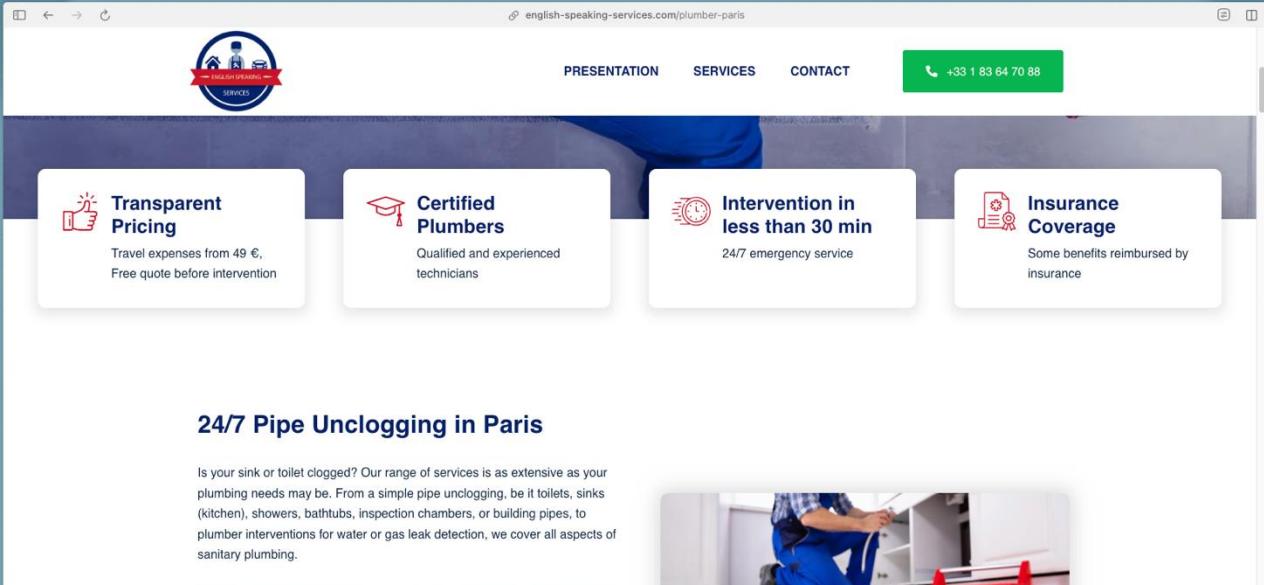
Get a demo Get started free



A+ LAWN & LANDSCAPE

HOME GARDEN CENTER SERVICES COMMERCIAL AREAS CAREERS ABOUT CUSTOMERS BLOG CONTACT

- FERTILIZATION**
One of the most critical aspects of lawn care is fertilization, which delivers nutrients your grass needs for healthy growth and color.
- WEED CONTROL**
Weeds are not only unsightly, but they also suffocate the roots of your grass. We offer both pre and post-emergent weed control.
- IRRIGATION**
No lawn in Iowa can survive without water. An automated irrigation (or sprinkler) system will deliver the right amount of water consistently.
- MAINTENANCE**
Our scheduled lawn and landscape maintenance program properly grooms your property and promotes continued healthy growth.
- DESIGN & BUILD**
Improve your home with a beautiful landscape or outdoor living space. From professionally designed soft scapes to patios and fire pits.
- LIGHTING**
For both beauty and safety at night, we install LED landscape lighting systems to compliment your home and landscape.



TRANSPARENT PRICING
Travel expenses from 49 €, Free quote before intervention

CERTIFIED PLUMBERS
Qualified and experienced technicians

INTERVENTION IN LESS THAN 30 MIN
24/7 emergency service

INSURANCE COVERAGE
Some benefits reimbursed by insurance

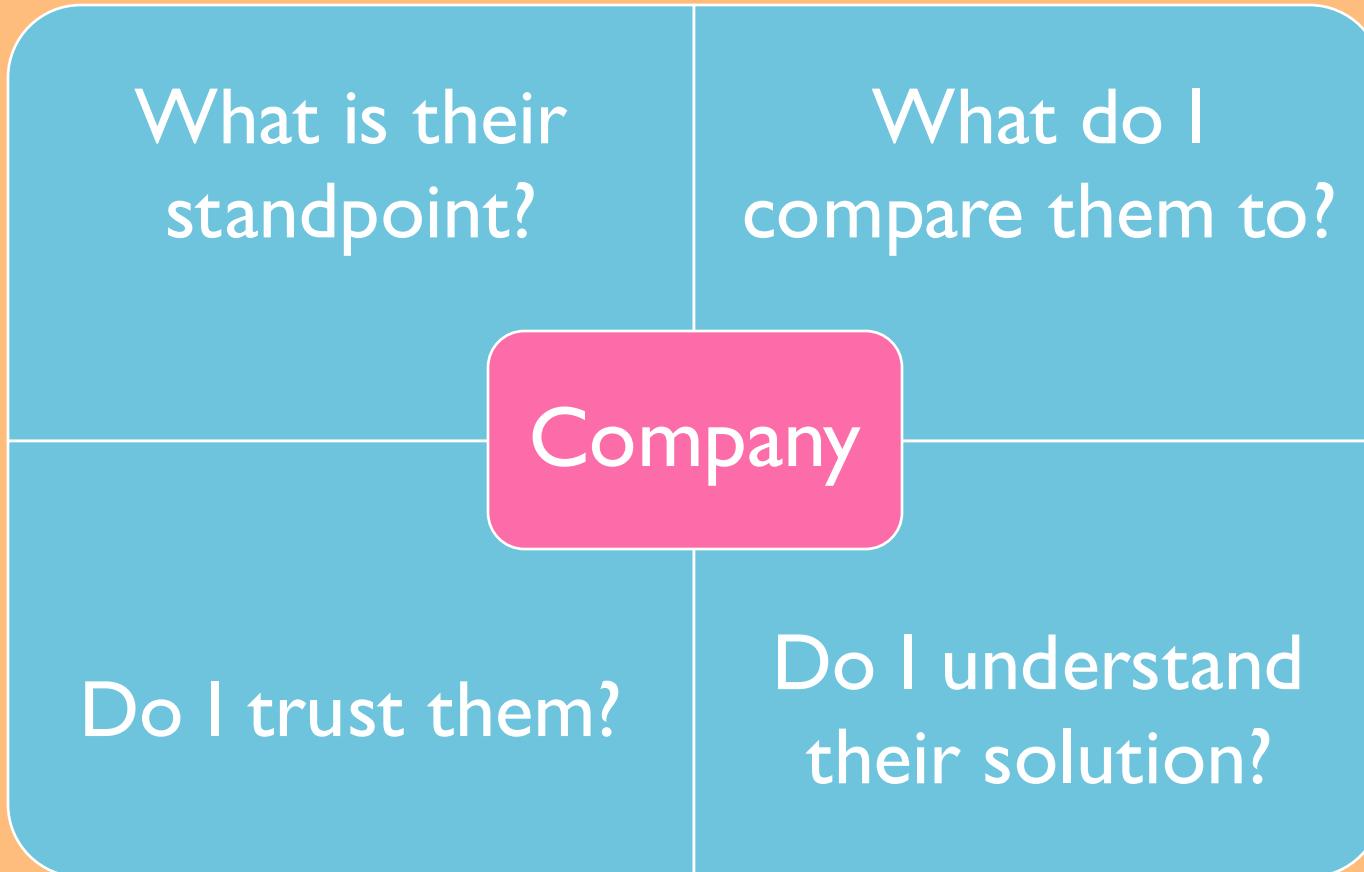
24/7 Pipe Unclogging in Paris

Is your sink or toilet clogged? Our range of services is as extensive as your plumbing needs may be. From a simple pipe unclogging, be it toilets, sinks (kitchens), showers, bathtubs, inspection chambers, or building pipes, to plumber interventions for water or gas leak detection, we cover all aspects of sanitary plumbing.

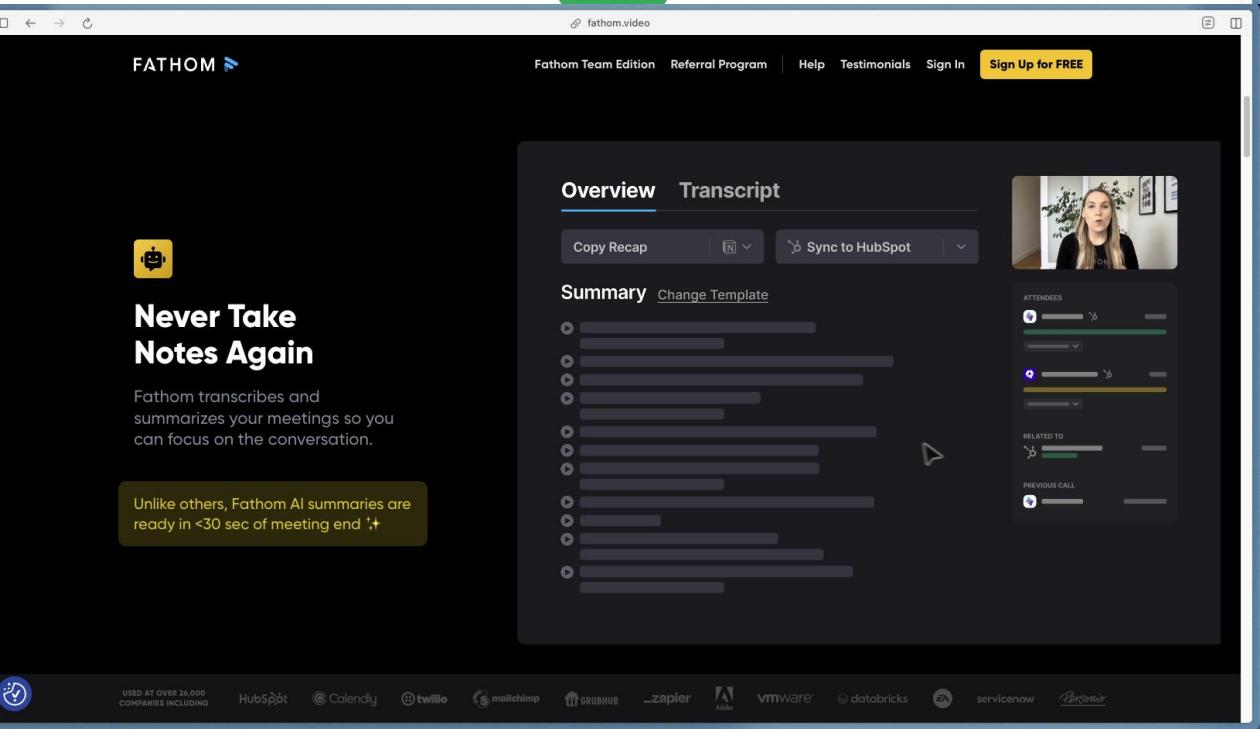
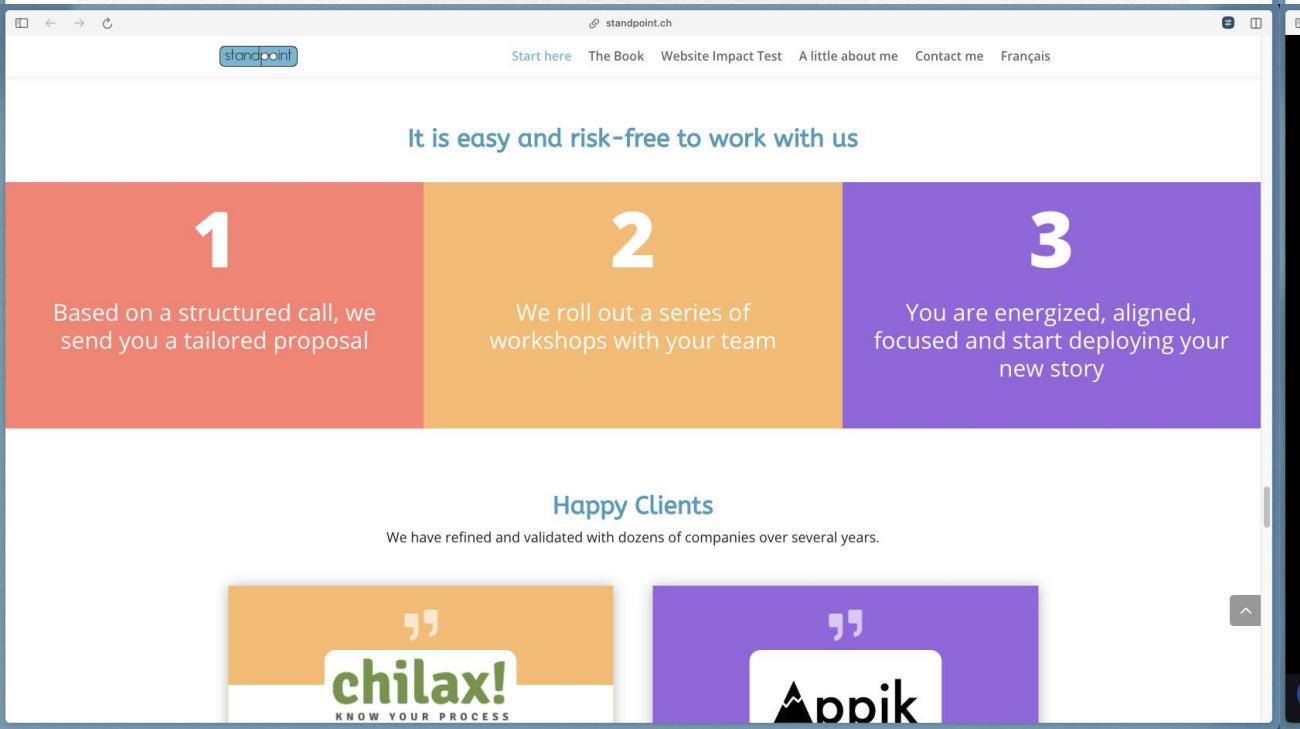
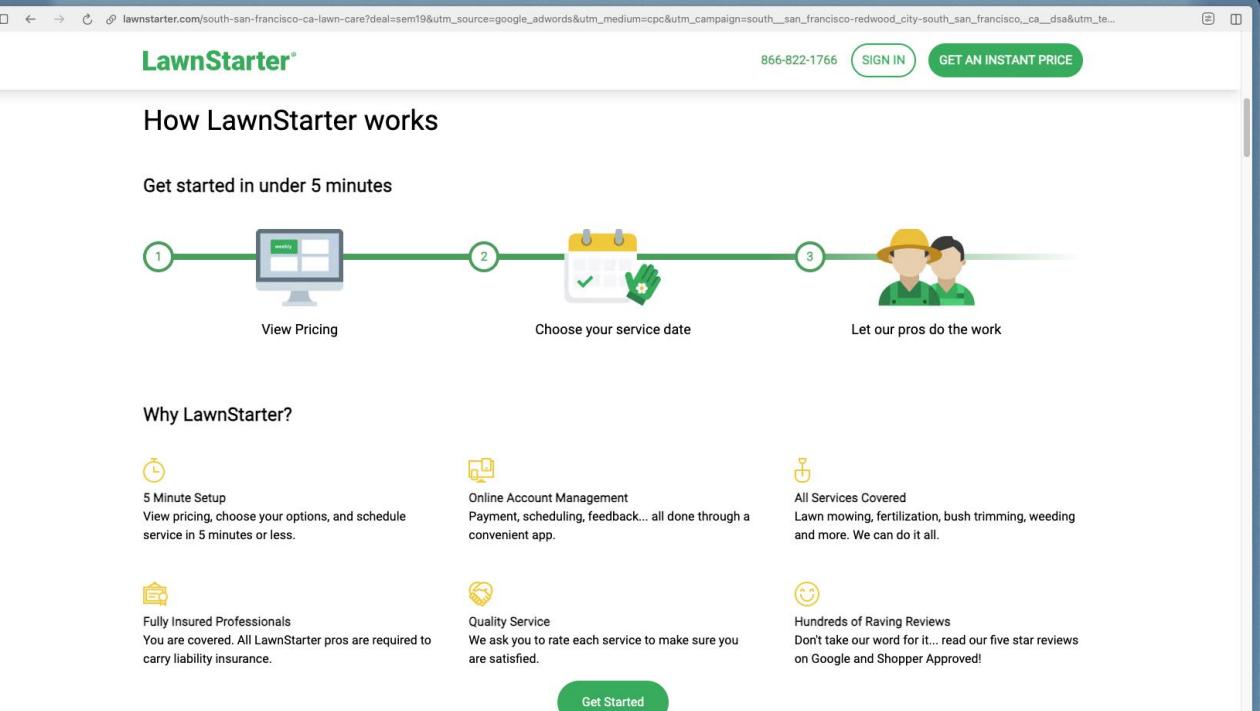
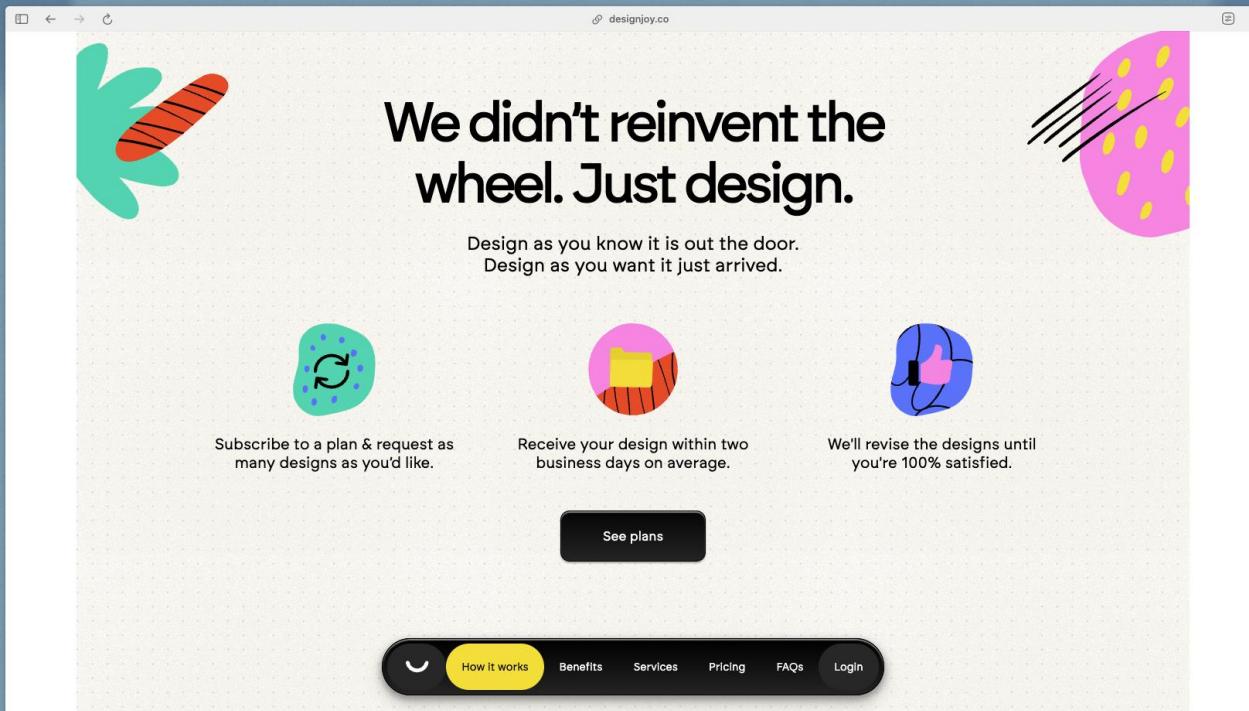
No matter your situation, we respond immediately to your home to provide



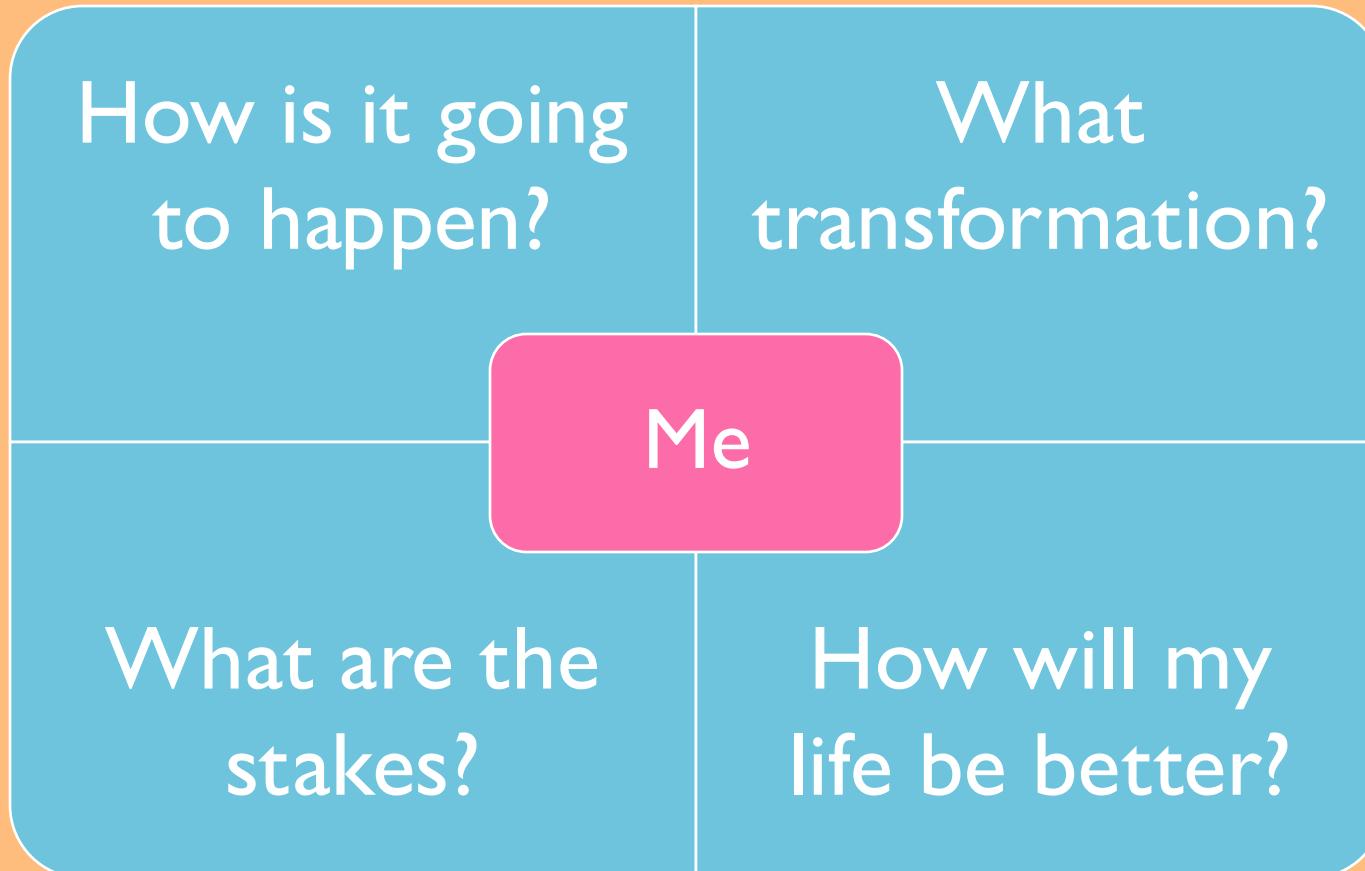
Perception – Can I work with them?



Projection



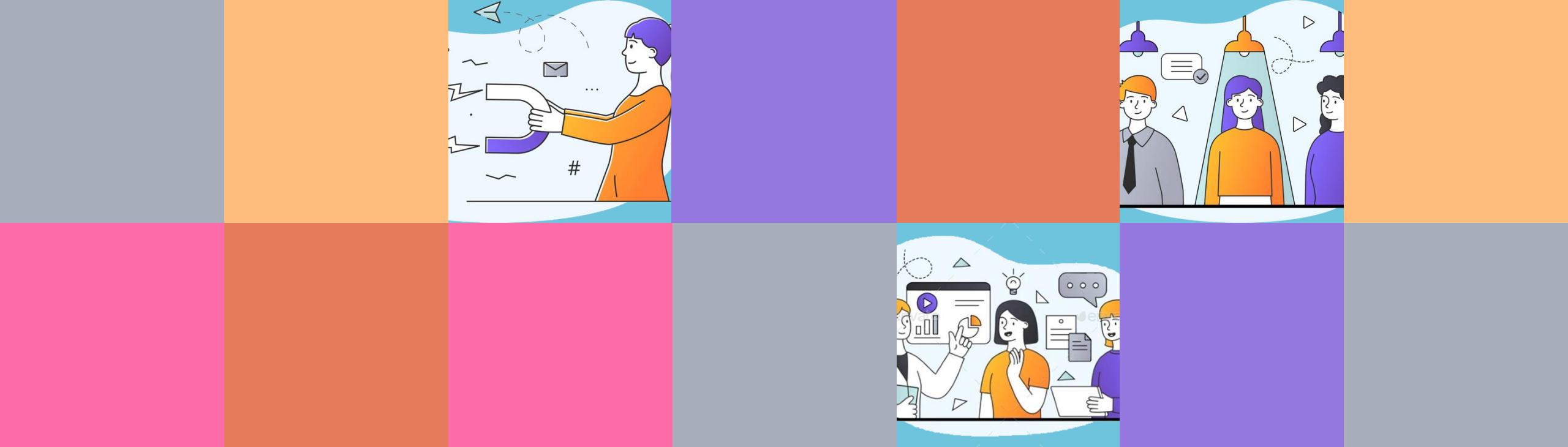
Projection





Examples

Tell me briefly about your project



Storybuilding

Building your brand narrative from your customer's standpoint, creating recognition, understanding and engagement.



Storybuilding

Stakeholder Analysis

Organisation Analysis

Storytelling Framework

Brand Narrative

Stakeholder Analysis

Stakeholder (customer)

| Scope | Segments | Aspiration (Jobs) | Challenges (Pains) |
|---|---|--|---|
| <p>Take the general scope of your offer, the category as seen from the stakeholder's standpoint.</p> <p>Define the scope based on the general goal or problem to be solved.</p> <p>Not to narrow, being exactly or very close to what you offer. Not to broad, encompassing things that are not relevant.</p> <p>For example, is the scope "mattress" or "sleep"?</p> | <p>Who is your customer, audience, important stakeholder?</p> <p>Are there defining characteristics?</p> <p>How can they be grouped? By aspiration, by problem, by industry, by role, by risk-tolerance?</p> | <p>What do they want to accomplish?</p> <p>What are their aspirations, goals, tasks, from the most aspirational to the most practical?</p> <p>How do they measure success or failure?</p> <p>Is there a major societal, technical, economic change (e.g. AI) that could be an opportunity?</p> <p>"We want more clients!" is an aspiration.</p> <p>What is the best contrast between an aspiration and the associated challenge?</p> | <p>What is holding them back?</p> <p>What are the obstacles, problems, pains, annoyances that keep them from attaining their goals?</p> <p>What are the negative emotions that accompany them, such as frustration, anger or fear?</p> <p>How aware are they of the things that hinder their progress?</p> <p>Is there a major societal, technical, economic change (e.g. AI) that could be a threat?</p> <p>"We don't have enough clients!" is a challenge..</p> |
| 2 | | 3 | |
| Extras | Triggers | Current Solution | Importance |
| <p>What are their values?</p> <p>How do they want to feel?</p> <p>How do they want to be perceived?</p> <p>What style of experience are they looking for?</p> | <p>What triggers the need for a solution?</p> <p>What situation, event, emotion brings the scope of your offer to front of mind?</p> <p>Can you identify stakeholders who are in those trigger moments (knowable)?</p> <p>Would the stakeholders who are in those trigger moments recognize themselves if you describe a trigger moment (recognizable)?</p> | <p>What is their current solution?</p> <p>How do they manage today?</p> <p>Are they satisfied with their solution/situation?</p> <p>Are they struggling to find a workaround?</p> <p>Or are they resigned?</p> | <p>Put stars on the most important elements from your stakeholder's perspective</p> |
| 5 | | 6 | |
| 7 | | Resigned ↓ | |
| 8 | | Unknowable and not recognizable | |
| 9 | | Recognizable | |
| 10 | | Unaware | Very aware → |

Organisation Analysis

Organisation (company)

Enablers

How do you help them make progress and achieve their goals?
What are the core features of your offer?
How do they measure success and failure?
How do you make that easy?
How can you explain your offer in the simplest terms (clarity)?

Solvers

How do you solve their problems?
How do you help them save time, money or effort?
How can you reassure them?
How can you make them more aware of a problem?

Experience

First, what is the purchase/onboarding experience like?
How can you summarize the process in 3 steps, showing them how simple it is?
Is it easy to understand, to test, to adopt/buy?
What is the next thing you want them to do?

Then, what will the overall experience be like?
How will it feel? How would you describe your interaction and/or relationship?
How can you signal trust?

A

B

C

Uniqueness

How are you different, not just better, cheaper, faster?
What is your unique point of view for your industry, for the scope of your "solution"?
What is the "old" way, and what is your "new" way?
What do you want to be known for?

Brand Persona

What is the category, the scope you want your stakeholders to identify you with (mattress salesman or sleep specialist)?
What are your values? Do they match?
What are your main archetypes?
What are your brand's style & tone?
What are your distinctive visual and textual characteristics?

Extra Delight

How do you set and exceed expectations?
What transformation do you offer?
How do you make it easy to switch solutions?
How easy is it to interact with you?
Can they easily test your offer?
What quick wins do you offer them?

Matching

How does your offer match the aspiration, challenges, etc. of the stakeholders?
Are you purposeful in your decision of which needs to meet and those you do not?
Are there low-cost/high-gain features you could add that make sense for the stakeholders?

D

E

F

G

Storytelling Framework

Storybuilding

Recognition (me = stakeholder)

Do I feel welcome?
Do they work with people like me?
Do they understand my situation, my problem?

The first phase is emotional.

Perception (them = organisation)

Can I work with them?
Do I trust them, respect them?
What do I compare them to?
Do I understand their solution?

The second phase is more intellectual.

Projection (future me)

What will it be like?
How will I feel? Will I be happy?
What will I avoid? What will I gain?

The third phase is emotional again.

Decisions are made more at an emotional level than an intellectual one.

First impression

How do they make me feel?
What vibe? What feeling?
What style?

Include
Brand colors, illustrations, tone of copy, how you dress, talk

E

Stakeholder

Is this for me?
Am I their type of customer, do they really work with people / companies like me?
Do I recognize myself?

Include
Target customers, common situations, positive descriptions

2

Aspirations (Jobs)

Do they get me?
Do they get my situation?
Do they understand my aspiration, what I want to achieve, the path I'm on?

Include
Empathy symbols (I get you)
Main aspiration, goals, objectives
Positive emotion

3

Challenges (Pains)

Do they get my pain?
Do they understand my situation, the obstacles in my way, my problems?
Do they get my pain, my frustration?

Include
Main problems, obstacles, pains
Connected negative emotions

4

Do I recognize myself in this offer?
Am I comfortable to continue my exploration?

Yes, I continue

No, I give up

Values & Trust

Do I want to work with someone like them?
What are their values?
What is their mission?

Do I trust them?
Are they good? Is it of quality?
What are people saying about them?

Include
Value statements
Authority symbols (expertise, social proof)

5CE

Standpoint

What is your unique point of view for your industry, for the scope of your "solution"?

What is the "old" way, and what is your "new" way?

Include
Contrast with the "normal" way to solve the problem or reframe the need

D

Category

What can I compare them to?
What category are they in?
What are other options or alternatives?

Include
Targeted category
Unique differentiator

D

Solution

Do I understand their offer?
Is it clear what they do?
And what they don't?
Are the conditions clear?

Include
Solution, offer, product or service presentation

AB

Can I continue with them?
Do I trust them respect them?
Do I clearly understand what they offer?

Yes, I continue

No, I give up

Experience

How is it going to happen?
What will it be like working with them? Are the next steps, is the process clear?
Isn't it complicated? Can I do this?
Am I comfortable with how it will happen?

Include
Descriptions of how it will be like
Longer descriptions of the steps
Simple 3 step plan
Reassuring copy

C

Transformation

What transformation will be produced?
How will things change? What will I/we become? How will we grow, evolve?

Include
Help visualize the future state
Redefine their "identity"

F

Stakes

What if I don't move forward?
What is the worst that could happen?
Would it be so bad?
Will I fall behind?
What are the stakes?

Include
What current bad situations will continue?
What negative outcomes will happen?
Connected negative emotions

4B

Positive future

Will I be happy with moving forward?
What will I get out of it?
Will it help me personally?
Will I get ahead?
What other problems do they solve?
What are other benefits?
What transformation are they selling?
Will my boss be happy?

Include
Help them visualize the positive future, the many benefits, and the connected positive emotions

3A

Am I excited with the proposed future?
Is the experience engaging?
Does it relieve my pains?

Yes, I continue

No, I give up

Brand Narrative

standpoint

Storybuilding

standpoint

| Recognition | Blurb / tagline | |
|---------------------------|--------------------------------------|--------------------|
| First impression | Blurb / tagline | |
| Stakeholder | This type of person / company... | |
| Aspirations (Jobs) | Has this aspiration... | |
| Challenges (Pains) | But, there is a problem... | |
| Perception | | |
| Values & Trust | You can trust us because... | Our mission is... |
| Standpoint | Old way vs new way... | |
| Category | In this new category... | |
| Solution | Here is our solution... | |
| Projection | | |
| Experience | There is a simple 3 steps process... | |
| Transformation | | You will become... |
| Stakes | You will avoid... | |
| Positive future | Your life will be better... | |
| Easy interaction | Simple Call-to-action | |

What kind of company?



B2C



B2B



Service or
Product



Non-Profit



Marketplace



Competitor
Differentiation



Contrasting
Brands



Investor

Mural

Self-service

Storybuilding turned our product vision inside-out. — IRIS CRASSEE

STORYBUILDING

YOUR BRAND FROM THEIR STANDPOINT

CUSTOMER, USER, INVESTOR, DONOR, PARTNER, SUPPLIER, BOSS

Storybuilding

Stakeholder

Organisation

Storybuilding

The Story

Storybuilding

Competitors

Offer's Good, Better, Best

Trigger Marketing

Storybuilding canvas

Competitors canvas

Unique Category

Good Offer (The Grid)

Taglines

Taglines canvas

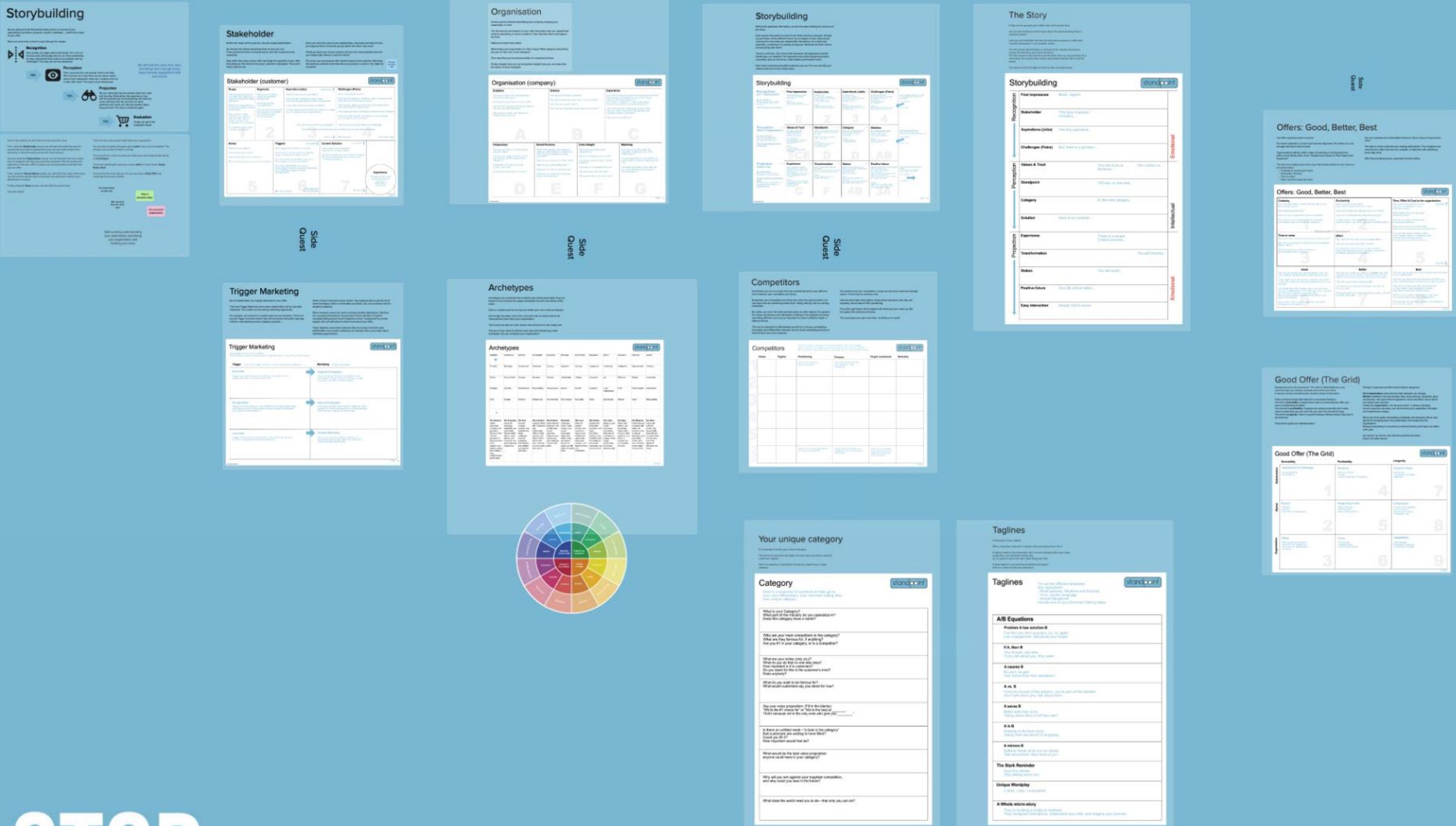
STOP TALKING ABOUT YOU

JOHN ELBING

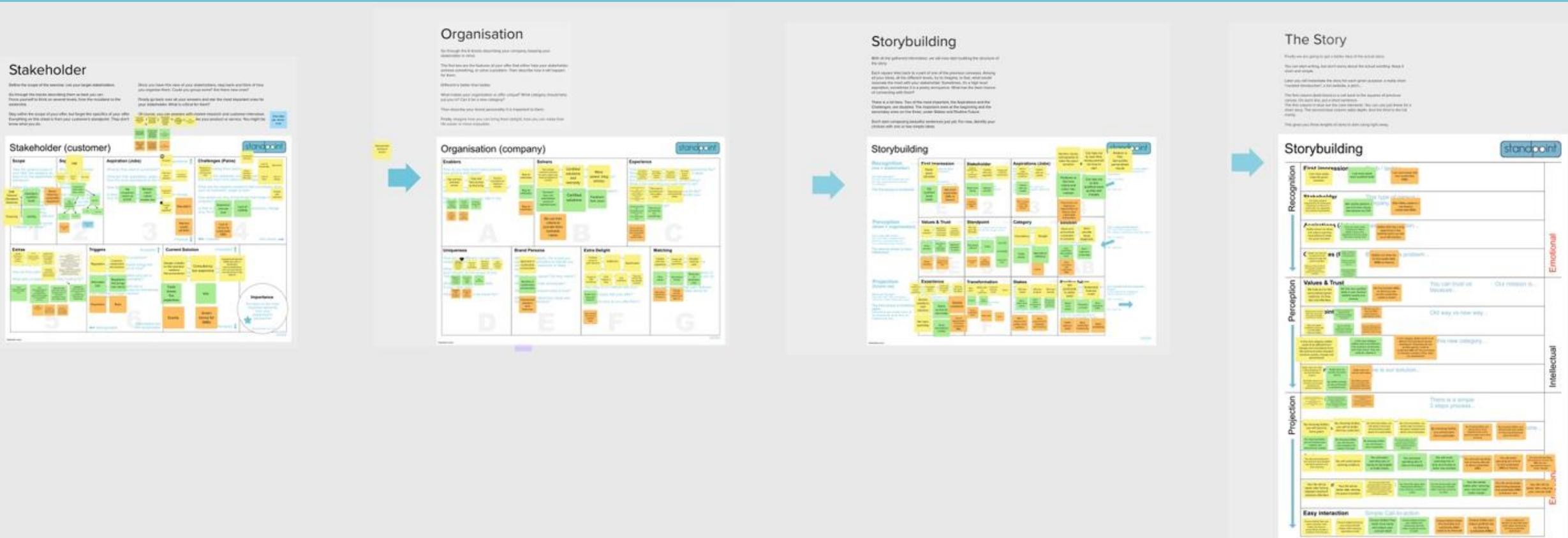
Outline

- 1 Storybuilding Intro
- 2 Method
- 3 Stakeholder
- 4 Stakeholder canvas
- 5 Organisation
- 6 Organisation canvas
- 7 Storybuilding
- 8 Storybuilding canvas
- 9 The Story
- 10 The story canvas
- 11 Trigger Marketing
- 12 Trigger Marketing canvas
- 13 Competitors
- 14 Competitors canvas
- 15 Unique Category
- 16 Unique Category canvas
- 17 Taglines
- 18 Taglines canvas

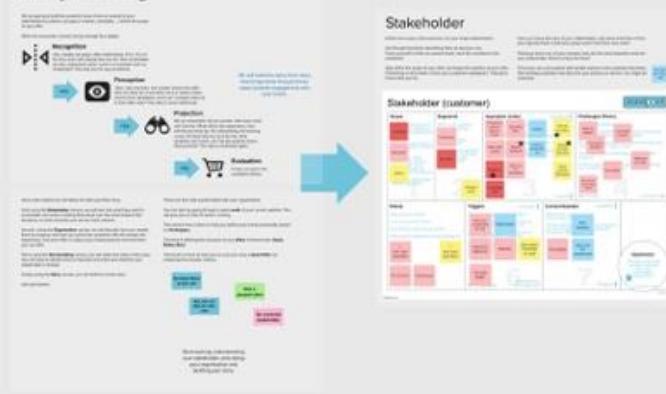
standpoint







Storybuilding



Organisation



Storybuilding







**Storybuilding isn't just about marketing.
It reshapes how a company views itself and its customers.**

Storybuilding aligns brand positioning with both emotional and logical decision-making factors.

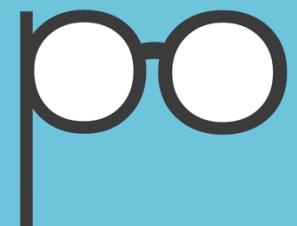
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Inside