



Your Cyberpower Brand Worksheets

Welcome to your Cyberpower Brand Worksheets!
This worksheets are designed to build on what you have to make your brand truly powerful and consistent with what you stand for.
Throughout these worksheets, each activity is aligned with the Cyberpower Brand Framework.

By working through each activity, you will have a complete guide to building your powerbrand that you can implement step by step. Completing the tasks will help your learning. You may fill out the worksheet digitally, print the tasks or use the file as a template.

Good luck!



Tap into the hero's journey to move people to action

The Hero's Journey represents the most common patterns in a narrative structure. These patterns have transcended cultures and times periods.

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|---|--|---|--|
| 1 | Take someone on a journey where there is a beginning middle and end. | 5 | Something is standing in the way of your hero's quest. |
| 2 | Taps into an emotion that moves people to action. | 6 | Your job as a brand is act as the "Mentor" |
| 3 | Every story needs a hero. Make your "customer" your hero. | 7 | Their enemy is your enemy. You will fight your hero's enemy together. (HOW) This inspires loyalty. |
| 4 | Your hero is on a quest. | 8 | Stories need a moral - the resolution of the story (WHAT). |

We invite you to fill out the template below based on your offering and your customers.

1	<input type="text"/>	5	<input type="text"/>
2	<input type="text"/>	6	<input type="text"/>
3	<input type="text"/>	7	<input type="text"/>
4	<input type="text"/>	8	<input type="text"/>



Template 'How To'

Consider how you can share your expertise using a 'How to' style

Introduction	
Best practice 1	
Best practice 2	
Best practice 3	
Conclusions	
CTA	

Nice work! Keep going on the next page.



Additional Story Type

Think of an additional story type in alignment with your strategic positioning.

Write out your additional story type in the box below

Great! One more task on the next page.



Your SEO Keywords

Plot your keywords that should be covered in your articles, videos, and posts in a natural human sounding way.

**Great work! That wraps up this set of worksheets.
Your brand is well underway!**