

FOR NETWORK MARKETING & WELLNESS BRAND PARTNERS

THE NETWORK MARKETING STORYBRAND BRANDSCRIPT

*A messaging framework where your customer is the hero
and you, the Brand Partner, are their trusted guide.*

1 Blank Template

A fillable 7-part BrandScript tailored to product-hero, wellness messaging.

2 Worked Example

A completed LifeWave-style BrandScript to model your own answers on.

3 Use It Everywhere

Turn this into your website copy, event invites, and social captions.

Built on the StoryBrand SB7 framework, adapted for product-based network marketing messaging.

YOUR NETWORK MARKETING BRANDSCRIPT

Blank Template - fill this in for your product & audience

PRODUCT = HERO | BRAND PARTNER = GUIDE

1

A CHARACTER

The product user is the hero

WHAT DO THEY WANT?

- What does your ideal customer want most - more energy, better sleep, less pain, clearer skin, confidence in their own body?

3

AND MEETS A GUIDE

Your Brand Partner / You

EMPATHY

- What can your Brand Partner say to show they've felt this too, and truly understand?

AUTHORITY

- What proof builds trust - testimonials, before/after, years of use, research, community size?

5

AND CALLS THEM TO ACTION

Challenge or invitation

DIRECT

- What's the one clear action you want them to take right now (order a kit, book a call)?

TRANSITIONAL

- What lower-commitment step builds trust first (free guide, sample, join a group)?

6

THAT ENDS IN SUCCESS

Their happy ending

- List 4-5 specific wins they'll experience after using your product.

2

HAS A PROBLEM

DECLAIN

What's the enemy? (fatigue, aging, toxic products, Big Pharma dependency)

EXTERNAL

The tangible problem they can name (low energy, poor sleep, joint pain).

INTERNAL

How it makes them feel (defeated, embarrassed, too young for this).

PHILOSOPHICAL

The bigger belief - why this problem matters beyond just them.

4

WHO GIVES THEM A PLAN

PROCESS

- Step 1:
- Step 2:
- Step 3:

AGREEMENT



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7

THAT HELPS THEM

AVOID FAILURE

- List 3 costs of staying stuck - what keeps happening if nothing changes?

CHARACTER TRANSFORMATION

Character Transformation - who your customer becomes

FROM

TO

CONTROLLING IDEA

EXAMPLE: LIFEWAVE BRANDSCRIPT

Filled-In Example - use this as a model for your own answers

PRODUCT = HERO | BRAND PARTNER = GUIDE

1 A CHARACTER

The product user is the hero

WHAT DO THEY WANT?

- Wants steady, all-day energy without caffeine crashes
- Wants to sleep deeply and wake up rested
- Wants to move through life with less stiffness and more vitality
- Wants a simple, natural wellness routine that actually fits their life

3 AND MEETS A GUIDE

Your Brand Partner / You

EMPATHY

- 'I remember feeling wiped out by mid-afternoon and thinking that was just my new normal - I get exactly where you are.'

AUTHORITY

- 5+ years personally using LifeWave patches
- Thousands of Brand Partners and customers worldwide
- Backed by published research on light-activated wellness technology
- Real, unfiltered before/after stories from our community

5 AND CALLS THEM TO ACTION

Challenge or invitation

DIRECT

- Order your LifeWave Starter Kit today

TRANSITIONAL

- Download the free 'Intro to Light Therapy' guide
- Join our free wellness community group

6 THAT ENDS IN SUCCESS

Their happy ending

- Wakes up energized, without needing three cups of coffee
- Sleeps through the night and feels rested
- Moves through the day with less stiffness and more ease
- Feels confident and vibrant in their own body again
- Has a simple daily ritual that finally feels sustainable

2 HAS A PROBLEM

RELAIN

Chronic fatigue, everyday aches, and the belief that feeling drained is just 'normal aging.'

EXTERNAL

They're tired by 2pm, stiff getting out of bed, and relying on coffee and painkillers to get through the day.

INTERNAL

They feel like they're watching life from the sidelines - too drained to keep up, and quietly worried this is just how it is now.

PHILOSOPHICAL

Everyone deserves a drug-free way to support their own energy and recovery - using the body's own light and frequency, not more pills.

4 WHO GIVES THEM A PLAN

PROCESS

- Try It - Sample a patch and feel the difference for yourself
- Build a Routine - Start a simple daily patch ritual suited to you
- Subscribe & Save - Auto-ship so you never run out
- Join the Community - Get ongoing support from your Brand Partner

AGREEMENT

- No pressure, no medical claims, no obligation to sell
- Cancel or pause your subscription anytime
- You're always supported by a real person, not a call center



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7 THAT HELPS THEM

AVOID FAILURE

- Stays stuck relying on caffeine and painkillers to get through the day
- Keeps missing out on energy for family, work, and things they love
- Feels older than they are - and gives up on finding a better way

CHARACTER TRANSFORMATION

Character Transformation - who your customer becomes

FROM

- Exhausted by mid-afternoon, every day
- Skeptical that anything natural could really work
- Resigned to 'this is just what getting older feels like'
- Relying on caffeine and painkillers to function

TO

- Energized from morning to night, naturally
- A believer, after feeling the difference herself
- Vibrant, confident, and in control of her own wellness
- Living proof for the people who ask, 'What's your secret?'

CONTROLLING IDEA

You don't need more willpower or another pill - you need a natural, drug-free way to help your body do what it was already designed to do.