

THE STORY BRAND MARKETING CHECKLIST

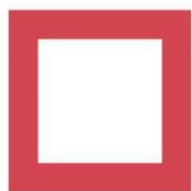
EXECUTION WORKBOOK

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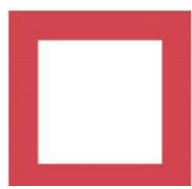
Marketing & Consulting Agency













People are not drawn to the best products and services; they're drawn to the ones they can understand the fastest.

Your StoryBrand BrandScript is a powerful resource that will help organize and simplify your message. It offers helpful prompts that will get you thinking about (among other things) your customers, what they want, the problems they face, the guidance you can offer them, and how they define success.

Use your BrandScript as a tool to refine your website copy, perfect your sales pitch, craft emails, develop marketing material, and more.

STM BRAND SCRIPT FOR PARENTS

Mather High School understands that you want your child to graduate with the skills they need to confidently pursue competitive employment and college programs.

In order to do that, it's important that students develop strong social-emotional skills and resilience while striving for academic excellence. The problem is traditional academic models don't develop key life skills that can lead to real-world success, which can be concerning.

We believe a well-rounded education paired with hands-on learning experiences sets students apart because we understand the world values interpersonal skills and work experience, and not just academics. That's why we offer a rigorous curriculum, AP courses, and work-based learning experiences that prepare students for college and careers.

Here's how we do it. First, message us and get to know us. Next, experience our community at an open house or check out a virtual walking tour on our website. Finally, follow us on social media or contact us with additional questions or concerns so you can feel confident in your decision to apply to Mather High School.

So, apply to Mather High School. And in the meantime, hear why our parents, alumni, and students rave about our teaching approach, so you can stop worrying if you made the right choice and instead watch your child join our growing list of successful grads who excel in college and careers.



THINGS TO REMEMBER ABOUT THE ONE LINER

1. It is composed of 3 parts: the problem, the solution, and the benefit.
2. It answers the question “what do you do?”
3. It can be expanded into a full elevator pitch.

WAYS TO USE YOUR ONE-LINER

- Put it on your business card.
- Make it your email signature.
- Paint it on the wall in your retail space.
- Use it as your social media bio.

Finding a high school that supports your child beyond academics is challenging. At Mather High School, we are proud to offer programs for students to explore career paths in addition to their academic studies. Through a rigorous curriculum, internships, work-based learning opportunities, and AP courses, students develop the skills they need to confidently pursue their college and career goals after graduation. Set your child up for success, apply to Mather High School!