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FREE TEMPLATE

STORYBRAND ONE-PAGER

The StoryBrand One-Pager: Fill 7 Boxes, Get a Clear Homepage

Donald Miller's SB7 framework as fill-in boxes, a filled-in example, a homepage wireframe, 12 headline formulas and an SEO agency before-and-after.

09	66	2026-11
SECTIONS	IDEAS, TOOLS & TEMPLATES	LAST CHECKED



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Tested, not guessed.

INSIDE THIS TEMPLATE

The 7 parts of a StoryBrand message on one page, a fully filled-in example, and a homepage layout that uses them. Fill the boxes and visitors understand what you sell, how it helps them and what to do next within a few seconds.

> WHO IT'S FOR
>
> Founders, freelancers and agencies whose homepage talks about themselves and leaves visitors unsure what they sell.

01 **If you only have 15 minutes**
Fix the top of your homepage first. That's where most visitors decide to stay or leave.

02 **The SB7 framework: 7 fill-in boxes**
Miller's core idea, in our words: your customer is the hero of the story, not your brand. You are the guide who...

03 **Filled-in example: a local physiotherapy clinic**
Illustrative example, not a real business. Use it to see how short each box should be.

04 **Your one-liner (say it in one breath)**
Miller also teaches a short spoken summary built from boxes 2, 4 and 7. Use it in your bio, email signature an...

05 **Homepage wireframe built from the boxes**
This layout follows the book's website advice in spirit. The exact order is ours. Build top to bottom.

06 **12 headline formulas**
Written for this one-pager, not quoted from the book. Write your hero headline from one of these. Clear beats...

07 **Before → after: a generic SEO agency homepage**
A made-up, typical agency homepage. Not a real company.

08 **Common StoryBrand mistakes**

09 **Copy-paste prompt: draft your 7 boxes**

HOW TO USE IT

1

Only 15 minutes? Do the quick start and fix just your hero section today.

2

For the full version, fill the 7 boxes in order. One or two lines per box. Look at the filled-in example if you get stuck.

3

Drop your answers into the homepage wireframe, pick a headline formula, then compare your page to the agency before-and-after and the mistakes list.

01

If you only have 15 minutes

Fix the top of your homepage first. That's where most visitors decide to stay or leave.

1 **Minute 0–3: The 5-second test**

Show your homepage to someone for 5 seconds, then hide it. Ask: What do they sell? How does it make my life better? What do I do next? If they can't answer all three, your hero needs work. This is the idea behind Miller's 'grunt test'.

2 **Minute 3–7: Count the 'we' words**

Count 'we', 'our' and 'us' in your hero. Then count 'you' and 'your'. If 'we' wins, you're acting as the hero. Flip it.

3 **Minute 7–11: Rewrite the headline**

Pick a formula from the 12 below. Name the result the customer wants, in their words.

4 **Minute 11–15: Add one clear button**

One direct call to action ('Book a call', 'Get a quote', 'Start free') in the hero and top right. Same words both places.

02

The SB7 framework: 7 fill-in boxes

Miller's core idea, in our words: your customer is the hero of the story, not your brand. You are the guide who helps them win, like Yoda helping Luke.

1. A character (your customer) who wants something

My customer is: ____
What they want (one thing, tied to survival or success): ____

> Pick one clear want. A vague want makes a vague message.

2. Has a problem (external, internal, philosophical)

Villain (what's causing it): ___
External problem (the visible issue): ___
Internal problem (how it makes them feel): ___
Philosophical problem (why it's just wrong): ___

> Miller's point: companies tend to sell fixes for the outside problem, but people buy to fix how the problem makes them feel.

3. Meets a guide (empathy + authority)

Empathy line (show you get it): "We know how it feels to ___."
Authority (proof you can help): testimonials ___ / numbers ___ / logos ___ / awards ___

> Use only real proof. No invented clients or numbers. Fake testimonials are banned under the FTC's 2024 rule in the US.

4. Who gives them a plan

Step 1: ___
Step 2: ___
Step 3: ___

> Three steps is enough. The plan makes buying feel easy and safe.

5. And calls them to action (direct + transitional)

Direct CTA (the buy button): ___ (e.g. Book a call / Buy now)
Transitional CTA (for people not ready): ___ (e.g. free guide, checklist, video)

> Put the same direct CTA top right and in the hero. Repeat it down the page.

6. That helps them avoid failure

If they do nothing, they will: ___
___
___

> A little fear, not a lot. Miller likens it to salt in a recipe: some helps, too much ruins it.

7. And ends in success

After working with you, their life looks like: ___
___
___

> Make it concrete and visible: what they have, feel and stop worrying about.

03

Filled-in example: a local physiotherapy clinic

Illustrative example, not a real business. Use it to see how short each box should be.

Box	What they wrote
1. Character + want	Office workers in Bengaluru who want to sit through a workday without back pain.
2. Villain	Long hours at a desk and quick-fix painkillers.
2. External problem	Back and neck pain that keeps coming back.
2. Internal problem	They feel old, tired and worried it's something serious.
2. Philosophical problem	Nobody should be in pain just for doing their job.
3. Empathy	We know how it feels to dread the drive home because your back hurts.
3. Authority	[Real number] patients treated, [real] years, Google rating [real]. Only real figures.
4. Plan	1. Book a 30-minute check. 2. Get a 6-week plan. 3. Do 10 minutes a day at your desk.
5. Direct CTA	Book your back check
5. Transitional CTA	Free PDF: 5 desk stretches that take 2 minutes
6. Failure	Keep popping pills, miss weekends, worry it's getting worse.
7. Success	Sit through meetings pain-free, play with your kids, sleep through the night.

Box	What they wrote
One-liner (problem → plan → result)	Desk back pain keeps coming back. Our 6-week plan fixes the cause, so you can work and sleep pain-free.

04

Your one-liner (say it in one breath)

Miller also teaches a short spoken summary built from boxes 2, 4 and 7. Use it in your bio, email signature and when someone asks 'what do you do?'.

One-liner template

[Problem the customer has, in their words.]
[What you do about it, as a plan or product.]
[The result they get.]

> Read it aloud. If you run out of breath, cut words.

SEO agency version (illustrative)

Most local businesses are invisible on Google.
We fix your Google profile and build the pages customers search for,
so you get calls without paying for ads.

> Same message as the 'after' homepage below. Your one-liner and your hero should match.

05

Homepage wireframe built from the boxes

This layout follows the book's website advice in spirit. The exact order is ours. Build top to

bottom.

Section	What goes here	Pull from box
1. Header	Logo + one direct CTA button top right	5 (direct CTA)
2. Hero	Headline that says what you offer and the result. One subline. Direct CTA button + transitional CTA link. Image of a happy customer or the result.	1 + 7 + 5
3. The stakes	2–3 lines on what it costs them to keep the problem	2 + 6
4. Value proposition	3 short benefit blocks with icons	7
5. The guide	Empathy line, then proof: testimonials, logos, numbers	3
6. The plan	3 numbered steps + direct CTA	4 + 5
7. Explanatory paragraph	A short story: customer wants X, faces Y, you help with a plan, they get Z	1–7
8. Lead generator	Transitional CTA: free guide in exchange for email	5 (transitional)
9. Price choices (optional)	Packages if you sell them	-
10. Footer	Repeat direct CTA, contact, links	5

06

12 headline formulas

Written for this one-pager, not quoted from the book. Write your hero headline from one of these. Clear beats clever.

- ☐ **[Result] for [customer], without [pain].**
  Want + problem in one line.
- ☐ **We help [customer] [get result].**
  The simplest clear version.
- ☐ **[Result] in [time frame].**
  Concrete and visible.
- ☐ **Stop [pain]. Start [result].**
  Problem and success side by side.

- [ ] **The [category] for [customer] who want [result].**
  Names who it's for.
- [ ] **Get [result] without [common objection].**
  Removes the main worry.
- [ ] **[Number] [customers] use [brand] to [result].**
  Authority up top. Use real numbers only.
- [ ] **[Result], done for you.**
  For service businesses.
- [ ] **Tired of [pain]? [Brand] [fixes it].**
  Leads with the internal problem.
- [ ] **Finally, [result] that [proof point].**
  Speaks to people who tried before.
- [ ] **[Action verb] your [thing] in [number] simple steps.**
  Previews the plan.
- [ ] **You [want]. We [help you get it].**
  Customer as hero, you as guide.

07

Before → after: a generic SEO agency homepage

A made-up, typical agency homepage. Not a real company.

Section	Before (brand is the hero)	After (customer is the hero)
Headline	Award-winning SEO agency. Innovative digital solutions for a connected world.	Get found on Google by customers ready to buy
Subline	We are a passionate team of award-winning marketers.	SEO for local service businesses who are tired of slow months.
CTA	Learn More	Book a free 20-minute SEO review (direct) + Get the free SEO checklist (transitional)
Problem	(missing)	Your competitors show up on Google. You don't. Good work shouldn't stay invisible.
Guide	Founded in 2015, we have 40 experts and love what we do.	We know how it feels to pay for SEO and see nothing. Here's what clients say: [real testimonial].
Plan	(missing)	1. Book a review. 2. Get a 90-day plan. 3. Watch calls come in from search.

Section	Before (brand is the hero)	After (customer is the hero)
Failure	(missing)	Without it, you keep paying for ads every month to be seen.
Success	(missing)	A steady flow of calls from people already searching for what you do.
Services	SEO, PPC, Social, Web Design, Branding, Content, Email	One focus up top (SEO). Others lower down, if at all.

08

Common StoryBrand mistakes

- [ ] **Your About story sits in the hero.**
  Founding year and team size belong lower down, as proof. The hero is about the customer.

- [ ] **You have three different buttons in the hero.**
  One direct CTA, one transitional. More choices means fewer clicks.

- [ ] **Your headline is clever but unclear.**
  A pun nobody gets fails the 5-second test. Say the result.

- [ ] **You skipped the problem section.**
  Without stakes, there's no reason to act now.

- [ ] **You laid the fear on thick.**
  Too much doom pushes people away. A few honest lines are enough.

- [ ] **Your plan has 7 steps.**
  Three steps feel easy. Seven feel like work.

- [ ] **You used fake or vague proof.**
  'Trusted by hundreds' with no names reads as empty. Real names, real numbers, with permission.

- [ ] **You forgot people not ready to buy.**
  Without a transitional CTA (free guide, checklist), they leave and never come back.

09

Copy-paste prompt: draft your 7 boxes

Paste into ChatGPT, Claude or Gemini

Use Donald Miller's StoryBrand SB7 framework from Building a StoryBrand.

My business: [what you sell]
My best customer: [who, where, what they do]
What they say when they first contact me: [paste 2–3 real messages or call notes]
Real proof I have: [testimonials, numbers, years, logos]

1. Fill all 7 SB7 boxes in one or two short lines each, using my customer's own words where possible.
2. Write a one-liner (problem, plan, result) under 30 words.
3. Write 5 hero headlines under 10 words that make the customer the hero.
4. Only use the proof I gave. Where proof is missing, write [real proof needed].

> Real customer messages make the output far better than a generic description. Then run the 5-second test on a real person.

Sources

Every claim in this Template traces back to one of these. Checked 2026-11.

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