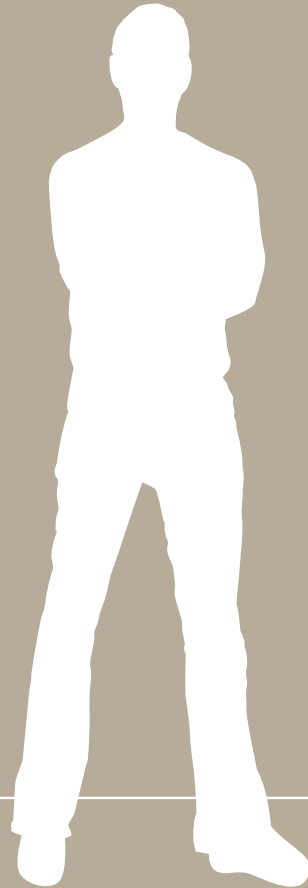


Who's There



AARON DIGNAN'S SEQUEL TO SETH GODIN'S "KNOCK KNOCK"

First of all, if you haven't purchased or borrowed Seth Godin's eBook "Knock Knock," then this isn't going to make a damn bit of sense to you. So go ahead and do that.

In "Knock Knock," Seth proposes four steps that will aid in making your website more effective. They are:

- 1) Buy Traffic
- 2) Tell a Story
- 3) Treat different people differently
- 4) Test and Measure

This eBooklet concerns itself entirely with #2, and how to tell a story with your website that truly meshes with the personality and "worldview" (as Seth would put it) of your desired audience. Enjoy.

Who's
There



#1 PICK YOUR PURPOSE

The first step in telling a story (any story) is to find your intention. Sometimes you'll know it right away (such as if your name is William Faulkner and you are writing "As I Lay Dying"). But often, you won't know it right out of the gate. You'll have to go about the business of doing what you want to do before you can understand why.

When Apple started out they knew they wanted to create a great computer. It took a while to realize that they were on a mission to humanize the world of technology with elegant simplicity and powerful design (both technical and aesthetic).

So start by asking yourself, "what's wrong with the world?" What will the net effect of your website (and the idea that it represents) be? If you can state what's wrong with the status quo, you're well on your way to stating what you (and your customers) are going to do about it.

Go pick your purpose.

Who's
There



#2 PICK YOUR PEOPLE

So, now you've got a mission. You're sick and tired of the way Internet Explorer works (or doesn't) and you're going to change the world of web browsing. You're Mozilla. Now you've got to find the people (customers/employees/volunteers) who share this same point of view. They're going to be open (no pun intended) to your idea of radical change.

You need to get to know them. What are their names, their personalities, and their motivations? What story are they telling themselves that your story dovetails with? It's great to describe your target market with demographics like age, gender, and number of bathrooms in their homes, but that probably doesn't give you or anyone else on your team a good idea of what kind of story they need to hear.

Ask yourself this: do your people watch 24? Do they know what happened in the game last night? Do they hate their jobs or love them? These are the questions that matter.

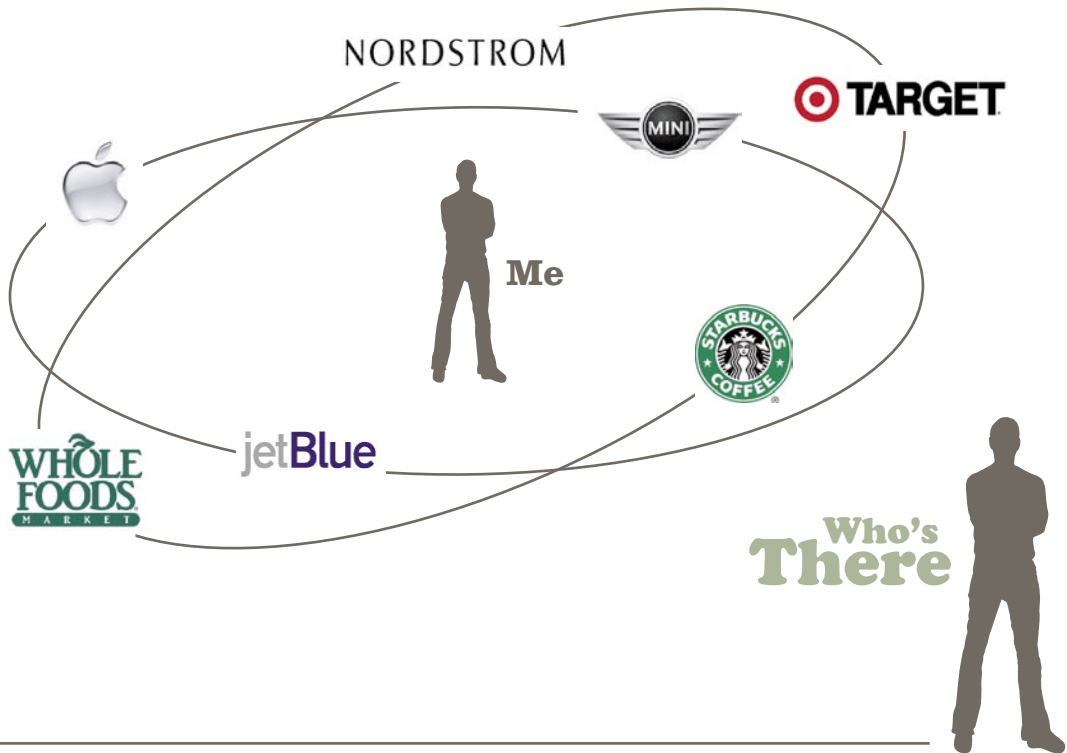
Go pick your people.

Who's
There



#3 DISCOVER YOUR BRAND SOLAR SYSTEM

Sure the title of this page is a stretch but the idea is so important. Now that you know the people that are going to be visiting your site you can ask this crucial question: what other brands are already in their lives? Here are the brands in my life right now:



#3 DISCOVER YOUR BRAND SOLAR SYSTEM

This gives you, the web storyteller an amazing amount of information about the things that I expect, respect, and appreciate. You know the tone of voice that I appreciate because you're familiar with JetBlue, Apple, and Mini Cooper's smart and irreverant banter. You know the aesthetic that makes me feel at ease because these brands share a love for modern simplicity and beauty. And you know the kind of stories I'm being told right now.

What about the people who don't share this solar system? Well, if you've formulated your AdWords and other traffic systems correctly, only a few should slip through the cracks. And here's to hoping they run away quickly and tell a few similarly boring friends that your site is just too cool for them.

Who's
There



#4 BEG, BORROW, AND STEAL

With your purpose, your people, and your solar system in mind, it's time to do what all great storytellers do: they steal. Take cues and hints from other brands in your system. Take pieces of the stories your customers are already telling themselves, and start to put your purpose to work for you.

Who's
There



CASE STUDY

Cereality is attempting to do for cereal what Starbucks did for coffee. Already they know a lot about the story they need to tell and who they're telling it to. They know they need to speak in a passionate and smart way. They know that the quality of the experience customers have in their stores is probably more important than the product (although that has to be good too). They know that they need to reintroduce you to cereal in a way that lines up with their purpose, which is to refresh their customers with the same joy they felt when having cereal as a kid. Taking a look at their site, which is on the next page, I think they did a good job (they're even using sound to tell the story).

And remember, their objective is to tell a story that gets you to a store. Check out www.cereality.com to get the whole scoop.

Who's
There



Cereality

cereal bar & cafe



Welcome
Company
The Experience
Press Relations
Fun Stuff
Contact
Careers@Cereality
Locations

**The latest fast-food
concept is so
absurdly simple,
self-indulgent and
reflective of one's
inner child that, well,
how can it fail?**

**Jerry Shriver
USA TODAY**

**NOW HIRING
in Chicago
(the Loop)**
Apply Online

Eat cereal.



Here's the scoop

Check **EVENTS** and **NEWS**
at Cereality cafes.



ABOUT THIS eBOOKLET

This eBooklet was written in response to a challenge posed by Seth Godin in his eBook “Knock Knock.” It was created at the offices of Brandplay in the heart of Boulder, Colorado during a week that seemed, to the author, to be quite temperate. For more information or to lodge a complaint please write to aaron@brandplay.com

Who's
There

