



CREATING

SUPER

FANS 

Discussion Guide





▶ Hello from the Author



Hello, and thank you so much for reading *Creating Superfans*.

The following pages are designed to help spark conversation about the book with friends or colleagues. If you haven't already done so, be sure to download individual resources — including the SUPER Model Playbook — at BrittanyHodak.com/SUPER.

Thanks again, and enjoy!

Brittany



Discussion Guide

Ice Breakers

- Brittany opens Chapter 1 by naming some of the companies and brands that she's a superfan of, including NASA and *Duck Tales*. What (or who) are you a superfan of, and why? How does this brand make you feel?
- What's one of the most recent products or services you bought because of a recommendation from a friend or family member? What's one of the most recent purchases that you told a friend about because you were so delighted by it?

Chapter 4: This Is How We Do It

- On page 50, Brittany outlines the five steps in the SUPER Model: Start with your Story, Understand Your Customer's Story, Personalize, Exceed Expectations, and Repeat. Which step are you most eager to work on and why? Which steps do you feel most confident about in your business right now?

Chapter 5: Who Are You

- Chapter 5 is all about defining your origin story. Brittany writes: "An origin story provides context and purpose to the position you're in and helps your customers understand how you got to where you are, and why you are uniquely positioned to serve them." What is your company's origin story?
- Every touchpoint is an opportunity to tell your story. What are some ways that your brand could further infuse its story along your customer journey?
- Whether you're a business owner or an employee at a large company, it's important to be able to explain how, and why, you got to the position you're in. What details or defining moments will you include in your individual origin story to help you connect with customers? How would you recite your personal origin story in 60 seconds?

Chapter 7: The STORY Of Us

- On page 90, the epigraph from Theodore Roosevelt says: “People don’t care how much you know until they know how much you care.” Why do you think Brittany chose this quote for the chapter about Understanding your Customer’s Story? How does this apply to your business?
- For teams: Go around the room and brainstorm ideas for each part of your Customer’s STORY. Refer to the template on page 6.
- For individuals representing different companies: can you share one 'letter' of your customer's STORY with the group? Refer to the template on page 6.

Chapter 9: I Want You To Want Me

- In Chapter 9, Brittany gives several examples of companies that create customized experiences, including FitBit, Grammarly, and the Vanderbilt Allergy Clinic. What are some ways that the brands you interact with incorporate personalization into their outreach?
- Without thinking too much about the technology or systems needed, what information would you ideally like to collect from your customers in order to create a more relevant experience for them?

Chapter 11: All The Small Things

- On page 162, Brittany writes: “...I’ve observed that many professionals have a pretty good intuitive feel for the 'during' part of a transactional relationship but don’t pay enough attention to the 'before' and 'after.’” Do you feel like your brand has optimized the “before” and “after” of your customer journey? Name a touchpoint "before" and a touchpoint "after" that you could improve.
- Like LEGOLAND, what’s one example of a "slow elevator" in your business that you could turn into a "disco dance party?" What are some other brands that have done a great job of turning negative or neutral touchpoints into positive ones?
- Can you recall a time that a brand completely exceeded your expectations? What did they do to go above and beyond?

Chapter 14: Here I Go Again

- In Chapter 14, Brittany talks about the importance of time management and how you can be more efficient by automating or delegating certain tasks. What are the processes in your business that you can automate or delegate to save yourself time?
- What are some of the checklists you need to make in order to audit and master your systems?

Chapter 15: Everybody Talks

- When's the last time you left a review for a company, and what compelled you to provide your feedback?
- Looking at your customers' journey with your business, when is an ideal time to ask customers for reviews or referrals moving forward?

General

- Throughout the book, Brittany shares several anecdotes from local businesses, big-name brands, and well-known celebrities. What is one of your favorite stories in the book and what was the takeaway?
- What's a role or position within your company that isn't traditionally thought of as being customer-centric that could benefit from implementing the SUPER Model?
- What's a business you love that you haven't yet referred to anyone in your orbit? Whose lives would be enriched by knowing about the business?
- After reading *Creating Superfans*, which lesson or piece of advice resonated with you the most? Why?

THE SUPER MODEL

Superfans are created at the intersection of your story and every customer's story.

/ˈsɒpərˌfæn/

noun

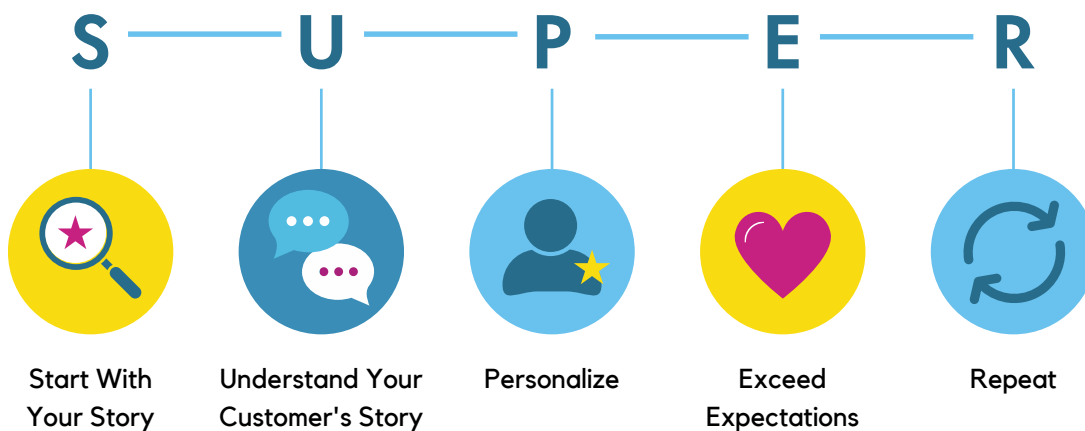
A superfan is a customer or stakeholder who is so delighted by their experience with a brand, product, or service that they become an enthusiastic advocate.



**WHERE THE SUPERFAN
MAGIC HAPPENS**

In sales and marketing, the "why" and "who" are always more important than the "how." The "why" represents *your* story. The "who" represents your *customer's* story.

Until you master both of these, the "how" (marketing and sales channels) doesn't matter, because it will not be effective if the first two aren't aligned. If you want to create superfans effectively, being great isn't good enough. You've got to be SUPER:





U: Understand Your Customer's Story

TARGET SUPERFAN #2



Superfan Name: _____

Partner Or Customer

Age: _____ Location: _____

Profession: _____

Family Stats: _____

Fun Fact(s): _____

Struggles:

Transformation:

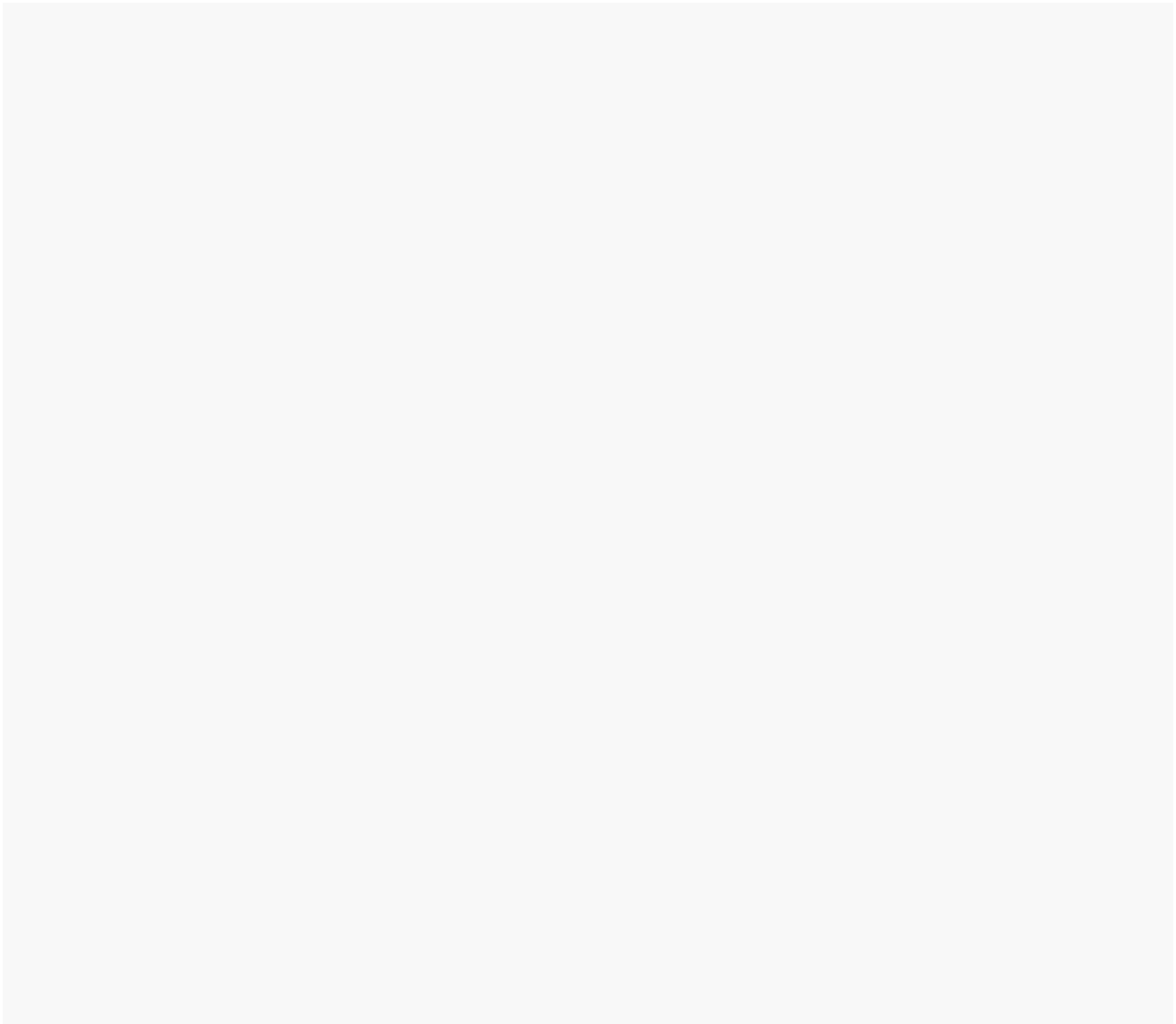
Options:

Reservations:

You:



Notes & Questions



If you enjoyed *Creating Superfans*, I would be SUPER grateful if you would leave a review on [Amazon!](#)