



BRITTANY HODAK



THE

SUPER

MODEL

PLAYBOOK





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# THE SUPER MODEL

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

*/ˈsōopərfan/*

noun

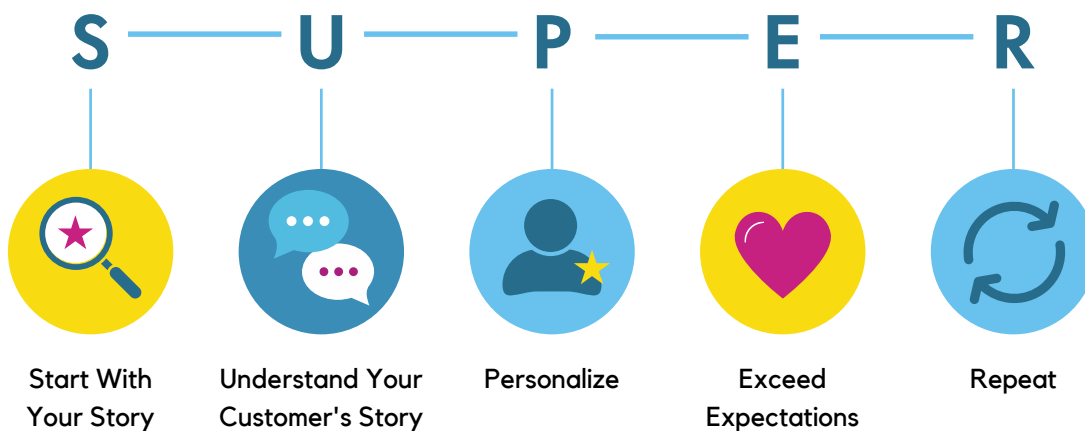
*A superfan is a customer or stakeholder who is so delighted by their experience with a brand, product, or service that they will return and tell their friends.*



**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:





# S: Start With Your Story

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## CRAFTING YOUR ORIGIN STORY

Your Origin Story helps people understand how you became the person you are, and why you're inspired to help lead them from where they are to where they're going.

**Answer the following prompts:**

The thing I love most about my company/job is:

I love it because:

Doing the thing makes me feel:

The earliest example I can remember feeling that way is:

A pivotal moment in my childhood was when:



## S: Start With Your Story

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Other times in my life I can recall feeling that way include:

If I was to describe my “calling” in life to someone, I would describe:

I feel like I tap into that when:

My five-year-old self would be in awe of the adult I’ve become because:

The thing about my job that my five-year-old self would find most fascinating is:



## S: Start With Your Story

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Pretend you're a reality TV producer. You're working on a show about exceptional people whose jobs helps others in unique or unexpected ways. As a producer, you have to create the introductory clip that introduces the audience to the character and hooks them. You're familiar with the kind of clip – in 30-to-60 seconds, the audience goes from totally disinterested to feeling like they *know* this person. They're rooting for them.

Use the space below to write your origin story in a way that would make a reality TV viewer take notice. Include at least one memorable story from your childhood and a pivotal moment or event that helped set you on the path to where you're at now.

Ensure your story includes at least one of the strengths you identified in the first exercise and either directly or indirectly shines a light on one or more of your top values.



## S: Start With Your Story

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### YOUR STORY SETLIST

Your Origin Story should be one of the most compelling stories you tell, but it should not be your only story. Just like every successful cover band keeps a list of the “greatest hits” they’re ready to break out and play with a moment’s notice, you should have a list of MEMORABLE go-to stories to help you connect with prospective customers.

Use the space below to list at least 8 - 10 stories, anecdotes, or fun facts that you could tell to bolster your position as the right fit for a potential customer. These can be funny, poignant, or memorable anecdotes that will help partners and potential customers feel like they know you.

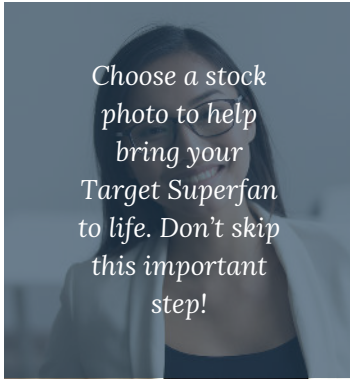
Again, put on your reality TV producer hat. If the stories you list are “share-worthy,” meaning the person you tell the story to would be likely to tell another person, you’re on the right track.



# U: Understand Your Customer's Story

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## TARGET SUPERFAN TEMPLATE



Superfan Name:

Partner  Or Customer

Age:  Location:

Profession:

Family Status:

Fun Fact(s): A hobby, interest, or quirk that helps bring your Target Superfan to life in your mind

### Struggles:

List the top two or three things your Target Superfan is struggling with. Remember: Your Strengths will help offset their Struggles.

### Transformation:

What is the main Transformation your Target Superfan is hoping to undergo? In what measurable way(s) will their life be better when you help them with this Transformation?

### Options:

List the other options in your target superfan's consideration set. Don't underestimate the perceived allure of these potential solutions. Once you understand them, your Origin Story will help position you as their BEST option.

### Reservations:

List any reservations your target superfan might have about working with you. How will you help your target superfan move past each reservation?

### You:

Why is this Target Superfan right for YOU? Why are YOU right for them?





# U: Understand Your Customer's Story

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## TARGET SUPERFAN #1



Superfan Name:

Partner  Or Customer

Age:  Location:

Profession:

Family Stats:

Fun Fact(s):

**Struggles:**

**Transformation:**

**Options:**

**Reservations:**

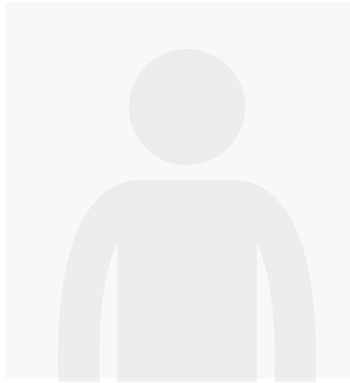
**You:**



# U: Understand Your Customer's Story

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## TARGET SUPERFAN #2



Superfan Name:

Partner  Or Customer

Age:  Location:

Profession:

Family Stats:

Fun Fact(s):

**Struggles:**

**Transformation:**

**Options:**

**Reservations:**

**You:**



# U: Understand Your Customer's Story

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## EMPATHY & AUTHORITY

Answer the following prompts:

In what ways can you **express empathy** when you first connect with a Target Superfan?

What's one behavior or statement that **does not express empathy** that you should avoid using?

In what ways can you **demonstrate authority** when you first connect with a Target Superfan?

What's one behavior or statement that **does not demonstrate authority** that you should avoid using?



# P: Personalize

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## THE PLATINUM RULE

Complete these checklists so you can ask customers to help personalize the experience of working with you.

### COMMUNICATION-RELATED QUESTIONS

What's your preferred methods of me contacting you?  
Phone? Email? Text? Socials? (check all that apply)

- Phone     Email     Text     Socials

What hours/days are most convenient for me to be in touch?

### NON-COMMUNICATION-RELATED QUESTIONS

What are you most hoping to get out of our partnership?

How can I exceed your expectations?

What are any underlying concerns you have?



## P: Personalize

### CONNECTING ON SOCIAL MEDIA

What are your top three **social media goals** for the next year and beyond?

#1:

#2:

#3:

What behavior change(s) will you make daily to reach those goals?

How many leads will you convert in the next 12 months as a result of your social media efforts?

What social network(s) are you committed to leveraging more over the next 12 months?

Which story snapshots from your **Story Set List** will be most compelling to your Target Superfans?



## E: Exceed Expectations

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### ABOVE & BEYOND

Once again, this is a great place to reflect and pull inspiration from brands, companies, and professionals who've wowed you in the past. Take a few minutes to think of three times companies or professionals have exceeded your expectations and three times you've been let down. What can you learn from each example?

**Exceeded Expectations 1:**

Key Takeaway(s):

**Exceeded Expectations 2:**

Key Takeaway(s):

**Exceeded Expectations 3:**

Key Takeaway(s):



## E: Exceed Expectations

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**Letdown 1:**

Key Takeaway(s):

**Letdown 2:**

Key Takeaway(s):

**Letdown 3:**

Key Takeaway(s):



# E: Exceed Expectations

## PLANNING FOR EXCELLENCE

Think about specific steps that virtually all customers experience when working with you. What are their expectations, either based on experience with past partners and promises you've made? How can you already exceed those expectations? List five specific ideas below, then work to incorporate them into your customer's journey.

<b>Trigger Event In Customer Journey</b>	<b>Customer Expectation</b>	<b>SUPER Experience I'll Provide Instead</b>
<i>ex: customer signs up for my email list</i>	<i>generic "welcome" email</i>	<i>custom, personalized email message within 2 hrs</i>





## E: Exceed Expectations

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### GRATITUDE & APPRECIATION

As you already know, money can't buy superfans. That's an incredible advantage for people whose industries are regulated in their gift-giving and for salespeople and marketers with small budgets.

Think about some of the most meaningful gifts you've ever received. Some of them may not have been gifts in the traditional sense at all. How can you replicate those memorable moments' sincerity and impact to create stand-out experiences that exceed your customer's expectations?

Hint: It's not about how much you spend. It's about the thought and intention behind the action. Usually, the intention should be showing thanks, gratitude, and/or appreciation. Handwritten notes can be as meaningful as any gift, and personalized mementos can become family heirlooms regardless of their "street" value.

Make a list of no-cost or low-cost gestures that will help you exceed your client's expectations before, during, and after your initial interactions.



## E: Exceed Expectations

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### SIZING UP THE COMPETITION

Answer the following prompts:

What experience is your Target Superfan expecting based on your top competitors?

What will **you** do instead to exceed their expectations?



## E: Exceed Expectations

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### MY CHECKLIST FOR EXCEEDING CUSTOMER EXPECTATIONS

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*“Revolve your world around the customer and more customers will revolve around you.”*

**HEATHER WILLIAMS**



## R: Repeat

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### ASK AND YOU'RE LIKELY TO RECEIVE

You're much more likely to get referrals when you ask for them – especially if you personalize the ask! Take some time now to outline your referral strategy.

Who are some loyal customers or partners I could ask for referrals now?

When is an ideal time to ask customers for referrals or introductions moving forward?

What process can I design to ensure I never forget this step? It might be a checklist item, a box in your CRM, or even a handwritten note. The system is less important than its regular execution.



## R: Repeat

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### CH-CH-CH-CHANGES

To quote the Brady kids, "When it's time to change, you've got to reeeearraaaaaange..." What systems can you update or implement for the first time to help make "awesome and often" the rule and not the exception?

The change I already know I'm most excited to implement is:

Fields I need to add to my CRM to track my customers' stories are:

I won't forget to implement the items I outlined today because I will:



## R: Repeat



I'm committed to making the changes I've outlined in this workbook because:

I'm going to track and review my results over time by measuring:

I will hold myself accountable to making these changes by:



## Notes & Questions

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**If you think of a question later, don't be a stranger!**

Cell: (646) 812-5801

Email: [Brittany@brittanyhodak.com](mailto:Brittany@brittanyhodak.com)

Site: [brittanyhodak.com](http://brittanyhodak.com) | Socials: [@BrittanyHodak](https://www.instagram.com/BrittanyHodak)