# **HABIT HERO STORY & MESSAGING MASTER PACKAGE**

Here is your **complete Habit Hero Story & Messaging Playbook**.  
  
This is the master version, integrating your five core stories, the Attraction/Engagement/Sales arcs, team/group leadership, your origin, and key value pillars.  
  
**Copy-paste-ready** for all launch materials, landing pages, sales decks, and emails.

## **OUR 5 CORE STORIES**

### **1. WHO WE SERVE & WHO WE DON’T**

**Who We Serve:**

* Ambitious business owners, CEOs, team leaders, coaches, and sales managers who want measurable growth.
* Facilitators and coaches who want to *lead groups*—sales teams, masterminds, or entire departments—through a proven, structured program.
* High-performers who want *real accountability, daily action, and visible results*—not just busywork.
* Solopreneurs and freelancers ready to build true business habits.

**Who We Don’t Serve:**

* Excuse-makers, dabblers, or anyone looking for “magic pills” without the work.
* “Gurus” with no real results, or those unwilling to show up for themselves or their teams.
* Anyone who won’t engage with their own group, team, or community.

### **2. ORIGIN STORY — WHY WE DO THIS**

I’m Daryl Urbanski.  
 After building a #1 best-selling book in marketing and sales, helping clients generate millions—including a $1.6M launch—I saw that *sales alone don’t guarantee business success*.  
 Even big companies can fall apart with poor planning, money mismanagement, or culture rot.  
 So, I spent $50,000+ and two years researching global academic studies and interviewing 555+ top entrepreneurs.  
 I found the 8 Critical Success Factors that drive *real*, lasting business results:

* Self-efficacy
* Market intelligence
* Strategic planning
* Marketing
* Sales skills
* Money management
* Business operations
* Business intelligence  
   Most programs address *one*—Habit Hero covers them all.  
   We built a system that guides you, your team, or your clients, through these eight habits, week by week, with live feedback, group support, and just-in-time lessons.  
   It’s the *anti-guru* solution—science-backed, tested, and human.

### **3. HOW IT WORKS**

* **52-week journey:** Each week, unlock a new, business-critical habit, challenge, and lesson.
* **Gamified system:** Earn points, celebrate wins, and stay motivated with adaptive nudges.
* **Team/group features:**
  + Private activity feeds, cohort dashboards, and real-time stats for every group.
  + Group leaders and coaches can guide cohorts, post announcements, and monitor progress.
* **Adaptive support:** When a user slips, Habit Hero intervenes—with nudges, reminders, or direct support.
* **Built-in learning:** Templates, checklists, and resources delivered *when they’re needed*—no overwhelm.
* **Agency backing:** Add On Agency offers workshops, onboarding, and live Q&A support for every cohort.

### **4. WHAT OTHERS SAY (TESTIMONIALS & PROOF)**

* **Rich:** Left the military, joined Habit Hero, and closed $45,000 in deals in 44 days.
* **Jack:** Ran an agency—program forced him to finally take consistent action on lead gen, changing his trajectory.
* **Rafael:** Built a million-dollar trucking business while using Habit Hero, joining via AppSumo.
* **Daryl:** Created and refined the system from real-life agency work doing millions in sales for clients, $50K+ research, and 555+ interviews.
* Others: “My team’s finally in sync.” “Sales up, engagement up, leadership stronger.” “Changed how we show up every day.”

### **5. WHY WE’RE BETTER**

* Most apps = passive, generic, “set & forget.”
* *Habit Hero* is active, adaptive, and business-first—built to trigger action, not just track it.
* Covers **all eight success factors**—the only program designed to prevent *every* critical failure point.
* Not just for individuals: designed for teams, group leaders, and facilitators to drive true transformation.
* Science-backed, results-driven, and supported by real coaches—not just software.
* Triple-your-money-back guarantee if you do the work and don’t get results.

## **TEAM & GROUP COHORT STORY — SPECIAL EDITION**

Not just for individuals:  
  
 *Habit Hero* lets leaders, coaches, and teams create private groups, track their own stats, post group announcements, and compete or collaborate for maximum engagement.  
 Facilitate your own cohort—sales team, department, agency, mastermind, or peer group—through a fully guided journey with all the accountability tools built in.  
 *No other system gives you this level of group power.*

## **ATTRACTION, ENGAGEMENT, AND SALES STORIES HOW THEY FLOW**

### **1. ATTRACTION STORY**

**Hook:**

“What if you could guarantee your team (or clients) actually built the right business habits—without nagging, guesswork, or endless courses?”

For leaders tired of busywork and ‘guru’ advice that doesn’t stick, Habit Hero is the missing link.

**Theme:** There’s a science to business success. Most teams don’t follow it. With Habit Hero, you finally can.

**Use:**

* Opt-in pages, ads, social teasers, launch announcement emails.

### **2. ENGAGEMENT STORY**

**Connect:**

“I spent years chasing the next big thing—books, masterminds, even $1,000/hour coaching.  
 But what finally moved the needle was building the *right habits* every day, with support and structure.”

Habit Hero was built for real people in the trenches—entrepreneurs, leaders, and their teams.

**Theme:**

* Everyone struggles with overwhelm and knowing where to focus.
* Habit Hero guides you, step-by-step—no more guesswork.
* Shows real case studies—“if it worked for Rich, Jack, and Rafael, it’ll work for you.”

**Use:**

* Pre-launch emails, nurture sequences, social proof snippets, sales videos.

### **3. SALES STORY**

**Logic:**

“If you (or your team) follow this for 90 days, you’ll see results—guaranteed.  
 If not, I’ll triple your money back.”

You’re getting the only business habit system built on science, tested by real leaders, and supported by real coaches.

**Urgency:**

* “Founders’ pricing and exclusive bonuses end soon.
* Next cohort won’t open for months.
* Join now, or risk falling behind as competitors build better habits, teams, and results.”

**Objection Handling:**

“This isn’t for dabblers or excuse-makers.  
 If you’re ready to show up, you’ll win.  
 If you’re not, don’t waste your time—or ours.”

**Use:**

* Cart open emails, closing sequences, sales pages, direct outreach.

## **BRAND TONE & GUIDELINES**

* *Authoritative, direct, zero hype—grounded in research and real results.*
* Human, relatable, “we’re in this together.”
* Always focused on impact, proof, and community—not “get rich quick” promises.

## **USAGE GUIDE**

* Use the 5 core stories and testimonials across every launch asset:  
  + Landing pages, opt-ins, sales pages, social, onboarding, About, and nurture emails.
* Use the Attraction, Engagement, and Sales arcs to shape every campaign:  
  + Start with the “Why this matters” (Attraction),
  + Build relationship and proof (Engagement),
  + Close with guarantee, logic, and urgency (Sales).
* The team/cohort story goes in every facilitator/leader/joint-venture pitch, and should be a prominent section on the main site and sales collateral.

## **SHORT VERSION (FOR SOCIAL, BIOS, PODCASTS)**

“Habit Hero is the first system that takes the *science* of business success and turns it into a 52-week, habit-building journey—custom-built for teams, coaches, and leaders who want measurable results.  
 Built on $50,000+ of research and 555+ interviews.  
 If you do the work, you win. If not, we triple your money back.”

**This is your complete playbook. Deploy as a library, story bank, or “source of truth” for every asset and every launch campaign. If you want a specific version for video scripts, landing page blocks, or a one-sheet, just say the word.**

**Let’s fill out your Value Proposition Workshop for Habit Hero—B2B, team-centric version, using your best proof and unique angles.**

### **STEP 1: Value Proposition Question**

**If you give me your team's trust, time, and commitment,  
 I’ll give you measurable business growth, a winning team culture, and the only habit system built on science, group accountability, and proof—backed by a triple-your-money-back guarantee.**

### **STEP 2: Potential Claims of Value**

**Let’s list and rate 8 strong value claims for Habit Hero:**

| **Potential Claims of Value** | **Appeal (1-10)** | **Exclusivity (1-10)** | **Total** | **Rank** |
| --- | --- | --- | --- | --- |
| **1. Triple-your-money-back guarantee if you don’t get results after 90 days** | **9** | **10** | **19** | **1** |
| **2. Covers all 8 critical business habits proven by $50K+ in research/555+ interviews** | **8** | **9** | **17** | **2** |
| **3. Builds team culture and accountability with real-time group stats, feeds, leaderboards** | **8** | **8** | **16** | **3** |
| **4. Adaptive, science-backed system that actively nudges your team when engagement drops** | **7** | **8** | **15** | **4** |
| **5. Guided, week-by-week challenges—no guesswork, no wasted time, only proven action** | **7** | **7** | **14** | **5** |
| **6. Coaching & live support from Add On Agency, not just software** | **6** | **8** | **14** | **5** |
| **7. Used by business leaders to drive $45K in sales in 44 days, build $1M+ companies** | **8** | **6** | **14** | **5** |
| **8. Cohort/team features: perfect for facilitators, coaches, and managers to lead their group** | **6** | **8** | **14** | **5** |

***(Feel free to re-rank based on your priorities or audience’s pain points.)***

### **STEP 3: Clear Value Proposition Paragraph (Top 3 Claims)**

**Top 3:**

1. **Triple-your-money-back guarantee if you don’t get results after 90 days.**
2. **Covers all 8 critical business habits, proven by $50,000+ research and 555+ expert interviews.**
3. **Builds team culture and accountability with real-time group stats, feeds, and leaderboards.**

**Clear Value Proposition:**

**Habit Hero is the only business habit system built on $50,000+ of research and 555+ expert interviews, covering all 8 critical factors proven to drive real growth.  
 Your team gets week-by-week, guided actions and real-time group stats that transform culture and drive accountability—backed by a triple-your-money-back guarantee if you do the work and don’t get results.  
 Habit Hero isn’t just another tracker—it’s your competitive advantage in building a high-performing team.**

### **STEP 4: Intensify with Clarity & Credibility**

* **Clarity: 52-week progression, built-in group dashboards, for business teams and leaders.**
* **Credibility: $45K in sales in 44 days (Rich), $1M business built (Rafael), real leaders, not theory.**
* **Verification: Triple guarantee, testimonials, direct access to expert support.**
* **Examples: Used by solopreneurs, agencies, and seven-figure companies alike.**

#### **Final Intensified Value Proposition**

**Habit Hero is the only 52-week business habit platform built on $50,000+ in global research and 555+ expert interviews, covering every critical area that makes or breaks a business—self-efficacy, market intelligence, planning, sales, and more.  
 Teams and leaders get proven, guided actions, real-time group dashboards, and live accountability, all backed by a triple-your-money-back guarantee: do the work, get results, or we pay you three times your investment.  
 Don’t settle for just another app—choose the system trusted by real business owners to drive $45K in 44 days, build million-dollar companies, and create lasting, high-performance culture.**

**Ready to copy-paste into your worksheet, slides, or any brand deck.  
 Want this tightened further for a headline, email, or web page? Just say the word.**

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Fantastic data share—this is **gold** for optimizing your messaging.  
 Here’s what this *absolutely confirms and refines* for your value prop and story:

## **What’s Proven to Pull Clicks (CTR Winners):**

* **Simplicity & Directness:**
  + “Rewire Your Day For Success.”
  + “8 Business Habits To Survive.”
* **Specificity:**
  + “These 8 Critical Business Habits Decide Who Survives During Uncertain Times & Who Doesn’t.”
* **Authority & Research:**
  + “Develops habits statistically proven to improve results for CEOs, marketing & sales teams.”
* **Personal Benefit/Transformation:**
  + “Good Customer Service. Recommended Productivity Challenge.”
  + “New Business Coach & Accountability Partner For Business, Fitness & Mindset. All In One.”
* **Urgency/Recession-Proof:**
  + “Free Masterclass: Fix These 8 Business Habits & Thrive In The Next Recession.”
* **90 Day Window:**
  + “90 Days To Fix Business Habits.”
  + “90 Days To 8 Better Biz Habits.”
* **Headline Focus:**
  + “8 Critical Habits of Business.”
  + “The 8 Critical Business Habits.”
* **Bold Offer:**
  + “90 Days To 8 Types of Better Business, Fitness & Mindset Habits Or Get 3x Your MoneyBack.”

## **What This Means for Your Value Proposition, Story & Launch Copy**

### **1. Keep “8 Business Habits” at the Core**

* This is your **flagship angle**.  
  + “8 Critical Business Habits” is instantly tangible, exclusive, and highly clickable.
  + Keep referencing the *number* and *authority* everywhere.

### **2. Stress 90-Day Transformation**

* The “90 Days” theme is sticky and converts curiosity into action.
* Position it as the *guarantee* and the time frame for visible change.

### **3. Tie to Survival & Thriving in Uncertain Times**

* “Survive” and “Thrive in the Next Recession” both pulled.
* Link your value prop to business resilience, not just growth.

### **4. Elevate the “Statistically Proven” & Authority Language**

* “Statistically proven to improve results for CEOs, marketing & sales teams”
* Keep using: research-backed, statistically validated, proven by [X] research/interviews.

### **5. Combine Coach/Accountability/All-In-One Angles**

* The “all in one” and “accountability partner” themes resonated—emphasize Habit Hero as not just an app, but a *business coach, accountability system, and performance platform* rolled into one.

### **6. The 3X Guarantee Is a Stand-Out Offer**

* Even though you don’t have “performance” for that long headline, it’s a *unique mechanism* and should headline your risk reversal everywhere.

## **Refined Launch Copy/Value Prop Based on Top CTR Ad Insights**

**Short Version:**

“Unlock the 8 Critical Business Habits That Decide Who Survives and Thrives—Even in Tough Times.  
 90 Days. Statistically Proven. Triple-Your-Money-Back Guarantee.”

**Long Version for Sales Page/Emails:**

In just 90 days, Habit Hero guides your team through the 8 critical business habits proven by $50,000 in research and 555+ interviews to drive growth—no matter the economy.  
 Get a performance partner, coach, and group accountability system in one.  
 CEOs and teams use our system to “rewire” daily habits, fix what holds them back, and win—backed by a triple-your-money-back guarantee.  
 If you don’t see measurable improvement, we’ll pay you 3x your investment.

**Key Taglines & Hooks to Rotate:**

* 8 Habits Decide Who Survives. Master Them in 90 Days—Or Get 3X Your Money Back.
* Statistically Proven to Boost CEO, Sales & Marketing Results.
* Rewire Your Day For Success. 90 Days. One Simple System.
* Fix Your 8 Business Habits & Thrive—Even In a Downturn.

### **Next-Level Copy Upgrade**

**For every asset, double down on:**

* “8 Critical Business Habits”
* “90 Days to Measurable Change”
* “Statistically Proven / Research-Backed”
* “Coach & Accountability System All In One”
* “Survive & Thrive—Even in Uncertain Times”
* “Triple-Your-Money-Back Guarantee”

**No need to change your full playbook—just push these phrases forward everywhere, especially on first impression assets (headline, subheads, bullet points, lead-ins).**

**Your instincts were right—the data proves it. This is now scientifically, market-validated copy.** Ready for full sales page rewrite or asset-specific copy using these angles? Just give the green light.