

BUILDING A STORY BRAND

Clarify Your Message So Customers Will Listen

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DONALD MILLER is CEO of StoryBrand, a business consulting company which helps more than 3,000 businesses clarify their marketing messages every year. He is the author of 7 books including *Blue Like Jazz*, *A Million Miles in a Thousand Years* and *Scary Close* which combined have spent more than a year on the *New York Times* bestsellers lists. He has also consulted with some of the world's top brands including Berkshire Hathaway, Intel, Chick-fil-a, Pantene, Steelcase and PrimeLending. Donald Miller has served on a Presidential Advisory Council on fatherhood and healthy families and has an active interest in politics.

The website for this book is at: www.StoryBrand.com.

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MAIN IDEA

Don't try and tell prospective customers your company's story or rave about how good you are. Nobody cares. Instead, make customers the hero of any story you tell. That's what successful businesses do.

A good way to achieve that is to use the seven-part SB7 framework to build a story brand:



SB7	1	A real character
	2	With a problem
	3	Meets a great guide
	4	Who gives them a plan
	5	That calls them to action
	6	So they avoid failure
	7	And end up succeeding

Stop wasting your marketing money on trying to convince people how good you are. Instead, clarify your message using the SB7 framework and make customers the heroes of your stories. Do that consistently well and many more people will listen when you speak.

"Marketing has changed. Businesses that invite their customers into a heroic story grow. Businesses that don't are forgotten. The more we talk about the problems our customers experience, the more interest they will have in our brand. May we all be richly rewarded for putting our customers' stories above our own."

– Donald Miller

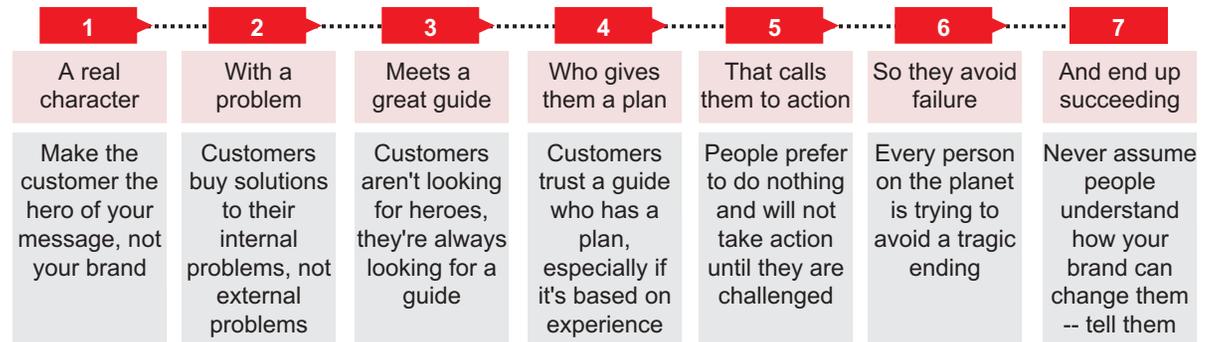


1. Why traditional marketing is a money pit. Page 2

Traditional marketing which talks about how good your company is and how impressive your products are is an incredible waste of resources. It's just background noise and it confuses customers. To be noticed, you've got to clarify your message and explain how you help customers survive and thrive.

2. Build your own storybrand. Pages 3 - 6

To grow your company, simplify your message into seven sound bites that you can tell with your eyes closed. Tell your customer's story and then position yourself smack in the middle of it. Build a great story using the SB7 framework:



3. Implementing your storybrand. Pages 7 - 8

To see radical improvements in your marketing results, apply your storybrand. Make your storybrand show up in your website and in your e-mails, elevator pitches and sales scripts. Above all else, keep it simple, make your message obvious and stay on script. Have less words and more images of customer success.

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