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BUILDING A STORY BRAND



Clarify Your Message
So Customers Will Listen

Use the 7 Elements of Great Storytelling to Grow Your Business

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If you use the wrong words to talk about your product, nobody will buy it. Marketers and business owners struggle to effectively connect with their customers, costing them and their companies millions in lost revenue.

In a world filled with constant, on-demand distractions, it has become near-impossible for business owners to effectively cut through the noise to reach their customers, something Donald Miller knows first-hand. In this book, he shares the proven system he has created to help you engage and truly influence customers.

The StoryBrand process is a proven solution to the struggle business leaders face when talking about their companies. Without a clear, distinct message, customers will not understand what you can do for them and are unwilling to engage, causing you to lose potential sales, opportunities for customer engagement, and much more.

In Building a StoryBrand, Donald Miller teaches marketers and business owners to use the seven universal elements of powerful stories to dramatically improve how they connect with customers and grow their businesses.

His proven process has helped thousands of companies engage with their existing customers, giving them the ultimate competitive advantage. Building a StoryBrand does this by teaching you:

The seven universal story points all humans respond to; The real reason customers make purchases; How to simplify a brand message so people understand it; and How to create the most effective messaging for websites, brochures, and social media.

Whether you are the marketing director of a multibillion-dollar company, the owner of a small business, a politician running for office, or the lead singer of a rock band, Building a StoryBrand will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers.

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