Building a StoryBrand

A framework to help you clarify your message so customers will listen

3,000 average consumer encounters

Most get ignored

"We help parents take better pics"

"The power of photography in the hands of parents"

Kyle Shultz, Photographer

A course to teach parents to take better photos

Lunched with $28,000 in sales

After working through the StoryBrand framework...

Copy on website went from 1,000 words to <200 words

Kyle invited customers into a story

The result?

His second launch produced $103,000 in sales

Donald Miller

It's desperately hard to get anyone's attention

A framework that has been getting & keeping people's attention for thousands of years

If you want attention for your products, service or yourself, the author teaches you how by using a powerful formula
Don't think this book is about learning to tell your story - the author argues it's a great way to go bankrupt.

Instead,

Try inviting customers into a story

The brand is not the hero, the customer is the hero.

That's the only way to engage them.

Is to successfully guide the hero through the challenges.

And the brand's role is to

Your brand should be the Yoda to Luke Skywalker.

Your customer.

Every memorable story is built on a simple framework:

Hero has a problem → Meets guide who gives them a plan → Calls them to action.

Failure would be devastating...

Success.

But the guide navigates the hero to take any blockbuster movie and you'll see this framework applies.
Most companies waste enormous amounts of money trying to tell their story.

The truth is nobody cares.

But every human being wants to be invited into a story. They want you to offer them a vision of a better life, help them overcome challenges, act as their guide.

Take them to a climactic scene in which their story ends happily.

Start by going to your home page. Are you making the story about you or the customer?

As you’re reading the book, take notes along the way. Brainstorm and craft a clearer message.

Update all your communications.

Your marketing should invite your customer into a story. If it doesn’t, you’re certainly losing thousands of dollars (and you might even be losing millions).