

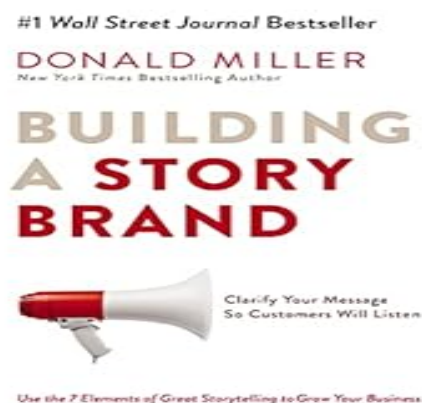
Building a StoryBrand: Clarify Your Message So Customers Will Listen By Donald Miller Building a StoryBrand: Clarify Your Message So Customers Will Listen (English Edition) BEST PART:Explaining the story telling idea it makes you sensitive to the marketing around you which is great practice to interact with as it makes your own writing easierWORST PART:The only really good example of anything in the book is the email nurture campaign. It doesn't however explain the logistics ie do you do email 1 4 then start all over again or add them to a newsletter straight after? I've seen a lot of his advocates say that a newsletter is no good so what next? Just leave them hanging?The book is very very good at explaining the underlying idea of building a story but it gives anything away on implementing it. It's quite vague and I had to spend a lot of time research on the internet and found a lot of his "accredited brandscript creatives" have a slightly different perspective on the story telling idea when they give examples. I've just bought his next book in the hope of being shown how to implement it and connect everything up as I am a one man band and am trying to make up a brand identity copy pack to give to my copywriter. While building a story brand is nothing new.

Like sitting watching one of those 'pre recorded' webinars that you can't fast forward but you know there's a pitch fest fast approaching. The main points are repeated several times and each time there is a nudge to use the online story brand system which (as is mentioned in the book) there is also the nudging toward buying the expensive StoryBrand course. I don't think I will dive into any other Donald Miller books now because I would fear the pitch fest but slightly wish I had read Business Made Simple first because it has a chapter about Story Brand (condensed).

More than half a million business leaders have discovered the power of the StoryBrand Framework created by New York Times best selling author and marketing expert Donald Miller. 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. 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. 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. 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; andHow 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. Time to start applying this stuff to my own business!! Building a StoryBrand: Clarify Your Message So Customers Will Listen (English Edition) Yes I said study! Its easy reading and learning. At the most crucial stage of the book he skimps on each of the five elements of the Road Map all the time mentioning that there is to be learned at his live conferences held periodically and also online. Not only does it become over bearing but the last part of the book is intentionally short of implementation details as a way to draw the reader into wanting or needing to implement the book's overall strategy. After just investing the time and energy to read the previous near 200 pages and being sold on how important the Story Brand is to marketing success you have now been geared to actually want to bring the circle both learning implementation and even emotionally complete. His live courses are just under \$2000 per person but if that's not an option including for me since I currently work in Southeast Asia there's an online course option which comes in at a whopping \$1500. Worse yet the price is not give on his well crafted website but you have to request permission to apply for the course then in an email the price is sent with another problematic notion a 48 hour ticking clock to make the decision to buy the course. But what a minute let's go back full circle aren't these the reasons I bought the book in the first place? Do I really have to spend \$1500 or to learn about this since it's supposed to be fully

covered in the book? Also as another reviewer just wrote be warned you that if you sign up for the videos and forms you will be inundated with emails trying to sell you into his other programs. Like many modern business books this book contains a few very good to know nuggets but is ultimately which demonstrates how much extra fluff has been added here to bulk it out to over 200 pages). After the first 20 or so pages one could be forgiven for wondering what the remaining pages could explain that hasn't already been explained but that's similar again to the droning of the webinar that goes over the same concept multiple times. This is sadly another of those modern style business books that puts me off buying modern business books and nudges me back to the quality business books from decades ago before the heavy leaning towards websites and online courses and using the book as an alternative to the lengthy sales pages and video sales letters,

I did find some systems out myself before reading it. It works and this book acknowledge my path is the right one: There was a few bits in there where he was trying to sell his master classes etc but I didn't feel they were intrusive. Building a StoryBrand: Clarify Your Message So Customers Will Listen (English Edition) This is an insightful book especially if you are a bit new to marketing. You know there'll be a countdown and some bonuses but you just don't know what they are going to cost you to get them. 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 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: His proven process has helped thousands of companies engage with their existing customers giving them the ultimate competitive advantage. Building a StoryBrand: Clarify Your Message So Customers Will Listen



Donald Miller is the CEO of Business Made Simple (BusinessMadeSimple: com) an online platform that teaches business professionals everything they need to know to grow a business and enhance their personal value on the open market. He is the host of the Business Made Simple Podcast and is the author of several books including the bestseller 'Building a StoryBrand'. He lives and works in Nashville Tennessee with his wife Elizabeth. There are very few books that keep me glued and this is one of them. In fact I read the entire book on a journey from Toronto to the UK: Whether you're starting off in business or have an established business you need to buy this book to gain clarity in the message you deliver to your customers, The book is well written and comes with an online application for building your brand story, The app itself is brilliant and work the small investment in the book. Not only that it's clear that Donald not only talks the talk but implements the strategies he teaches in his own business: His book website app and upsells are crystal clear to understand: I read it in 5 days and the best of all Miller does a than adequate job setting up its importance in marketing and then fleshing out the details in section two. After a good discussion of the StoryBrand Brand Script (SB7) in section three he discusses how to implement this to build a better website still spot on material: He then discusses how this can apply to a large organization then wraps up the book by giving a so called StoryBrand marketing Road Map: However this is where the book and his obvious marketing ploy at the often hapless reader falls apart, I just received

notice that my 48 hour window of opportunity is closing no thanks Mr, If you're tired of wasting money on websites that don't work If nothing is happening when you send your email campaigns If your elevator pitches fall flat The pain stops here. If you haven't clarified your message your current marketing is costing you money. There's a better way to talk about your products and services in a way that compels people listen and respond, Be advised that there is an MLM component behind this book, Building a StoryBrand: Clarify Your Message So Customers Will Listen (English Edition) Sadly it's just another sales pitch disguised as a business 'self help' book, Gosh I do miss the days when books were written to deliver the message in it's entirety but that is no longer a concept these 'experts' follow: The 'story' had been told several times by the end of chapter 2 and after that it becomes an instruction manual for using the online StoryBrand system, I was tempted to buy this book because Donald Miller comes across very well in several videos I'd seen him present in but quickly realised he's a darn good sales person. I've seen a few of his presentations online that pretty much summarise the StoryBrand concept in under an hour and that for most would be all you need: Building a StoryBrand: Clarify Your Message So Customers Will Listen (English Edition) It's not doing it for me. It's not rigorous authoritative or nerdy enough for me and feels cheap and promotional. I suggest these instead: Start With Why Made to Stick Obviously Awesome! Hey Whipple Squeeze This, And even Joe Sugarman's copywriting books are schlocky and tired by today's standards he does know what he's talking about, Building a StoryBrand: Clarify Your Message So Customers Will Listen (English Edition).

. And they are making millions. While it's OK to mention this option it is over bearing. It's clever. The next logical step is to check out his company online. This is where I balk again at Miller's strategy. Miller. Below is the email blast just received. This private invitation is only good for another 24 hours. You're pouring water in a leaky bucket. StoryBrand helps you uncover it. I'm surprised this is such a successful book