How can we use the power of story to grow our business?
How Does a Story Work?

1. A Character with a problem
2. Meets a guide
3. Who gives them a plan
4. And calls them to action
5. That results in...
6. Success
7. Failure
The 2,000 year-old formula for telling stories offers us a filter we can use to create a clear message.
Hunger Games

- Katniss
- Competes
- Has to endear the public to get sponsors
- Competes
- District 12 rejoices that results in...
- Katniss dies
- District 12 is crushed

External: Must survive
Internal: Must stay good and authentic
Philosophical tyranny vs. democracy

Meets Haymitch
He's won the Hunger Games
You will find the StoryBrand framework in nearly every movie you see, proving it’s a universal human language.
CarMax aimed their messaging at resolving the customer’s internal frustration of dealing with a used-car salesman. And it worked.
What do our customers want?

What are their external, internal and philosophical problems?

Have we positioned ourselves as the guide to the hero?

Have we created a clear plan for the hero to win the day?

Are our calls to action clear?

Have we helped our hero imagine how we can improve their lives?

Have we identified the consequences we are helping our hero avoid?

The StoryBrand Marketing Framework
By making sure your marketing messages are answering these 7 categories of questions, you'll ensure people will respond to your message.
StoryBranding your company, the divisions of your company and even your products ensured people will see, hear and understand you.
Before you create a website, keynote or even an elevator pitch, StoryBrand your idea to make sure you’re talking about it the right way.
You can StoryBrand your idea through:

- The StoryBrand Online Course
- The StoryBrand Live Workshop
- The StoryBrand Private Workshop
WHAT DOES THIS MEAN FOR YOUR BUSINESS?
Have you ever wondered why George W. Bush won the election while Mitt Romney lost? It all came down to the story they told. Much is at stake. We talk more about this in our StoryBrand Marketing Workshop. We explore why some great messages never spread and some terrible ones do. But the 7-part framework isn’t just for politicians. It’s especially true for businesses.

The key, again, is clarity. If a customer doesn’t intuitively know your brand is the guide on their heroic journey, they will choose your competition.

Each of the 7 elements in the StoryBrand framework are explored in depth and to the point of extreme clarity in the two-day workshop.

When you attend the workshop, you’ll have an advantage over your competition.

Remember, people are drawn to clarity and away from confusion. If your competition is making music and you’re making noise, it’s going to be difficult to win in the marketplace.

How much would your company benefit from spending two days clarifying your marketing plan?

StoryBrand will help you and your company tell a clear and compelling story

Discover our story-based marketing framework and see results.

Become a compelling communicator at every level of your messaging.

Know exactly what you should say in your web-based marketing.

Unite your entire team around a common message so that the message spreads.

Register Now
What people are saying about StoryBrand

“The StoryBrand Workshop has revolutionized the way I think about my brand. My team and I are using the simple, seven-step framework in all of our marketing communications. It has enabled us to connect quickly—and powerfully—to my customers and prospects. This is the best marketing innovation I have seen in years. It is a game-changer!”

Michael Hyatt
New York Times Bestselling Author

“Every single thing about StoryBrand was game-changing. Exceptional. Outstanding. Above and beyond. For over-delivered. After going through StoryBrand, my revenue quadrupled.”

Whitney English
Creator of Day Designer

“We’re going to take the story process StoryBrand taught us and run our entire company through it.”

Viktoria Harrison
VP of Creative, Charity Water

“StoryBrand is like a massage for your knotted up, twisted brand. It is relevant, succinct, well-organized, and innovative. The StoryBrand team delivers clarity and insight. The two-day investment is a universal business necessity.”

Brian Canlis
Co-Owner, Canlis Restaurant
Register for a StoryBrand Marketing Workshop Today

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