



WE HELP YOUR BRAND TELL A CLEAR, COMPELLING STORY

ABOUT STORYBRAND

StoryBrand is a process created by Donald Miller so his entire team could be on the same page in how they talked about his brand. To the team's surprise, after they aligned their messaging the company tripled in revenue in 18 months. Since then, Don sat down and clarified the process to help other business leaders create a BrandScript of their own.

The StoryBrand process is a proven solution to the struggles business leaders face when talking about their brands. Whether you're the marketing director of a multi-billion dollar company, the owner of a small business, a politician running for office or the lead singer of a rock band, you will separate yourself from the competition when your customers finally understand how you can help them live a better story.

StoryBrand will guide you in the creation of a brand messaging strategy that's all about being clear and compelling. When you're done, you'll have a BrandScript you can use to align your team, clarify your marketing and turn disinterested customers into brand loyalists.

Take your brand through the StoryBrand process and never confuse your customers again.

THE NASHVILLE WORKSHOP

At the StoryBrand Workshop you'll join Donald Miller and a small group of business leaders who've come together to clarify their brand strategy.

Based on the proven power of story, the StoryBrand strategy will refine your branding efforts so customers know exactly why your products, services and ideas matter to them. During the two-day workshop, you will learn why successful brands view their customers as heroes in a story and we will teach you to position your brand as a guide to the hero. We will talk about how every hero is confused and how your brand can help the hero break through their confusion. We will then show how successful brands position their products as weapons the hero can use to create their own happy ending.

The Nashville workshop is intentionally small so we can drill down on how you, specifically, talk about your brand. Once you understand our philosophy and engage our process, you will never be confused about how to talk about your products, ideas and services again. When somebody asks what you do, you should have a two sentence answer that causes them to immediately understand why they need what you offer. This language should be on your website, your brochures, in the scripts your sales people use and even in the language your customers use as they spread word about your brand. Have you taken the time to figure out what that language is?

Whether your brand sells real-estate, stocks, refrigerators or intellectual property, we are all selling a story. And if your customer doesn't understand the story you're telling, they will move on to your competitor. Great stories are simple, clear and compelling. How clear is the story your brand is telling?

HERE'S WHAT YOU WILL LEAVE THE STORYBRAND WORKSHOP WITH:

- A full understanding of what your customer is really looking for. (Hint: It's not your product.)
- A new marketing process that has been proven to compel customers.
- A filter through which you will decide what stays and goes in your current material.
- New language for your website, emails and advertisements so the get results.
- A complete BrandScript so you will never be confused about how to talk about your brand.
- Interaction with other business leaders through whom you will learn from and be inspired by.
- An increase in revenue that happens when customers finally understand what you offer and why it matters.

Whether you're the CEO of a multi-million dollar company, the lead singer of a rock band, the owner of a small business or the campaign manager for a politician, the StoryBrand process will help you understand what your customers want and why your brand matters to them.

In the age of non-stop communication, clarity stands out. Nobody has time to listen to your sales pitch. But everybody wants to hear a story.

The Next Workshop: [March 24th and 25th, The Hutton Hotel, Nashville, TN.](#)

The StoryBrand workshop is intentionally intimate and so space is limited. Please fill out the following application if you would like to attend. The StoryBrand workshop is a first-come, first-serve event and we will get back to you promptly to let you know where you are in the queue. Workshops are held on a monthly basis so if you miss the next one, we will let you know about future opportunities.

THE HEROIC JOURNEY OF OUR CLIENTS



THE HERO

Business leaders are heroes. They sell the goods and services that create jobs and those jobs provide homes for families, food for growing children, tuition for schools, wedding dresses for daughters and football gear for sons. Business leaders and brand managers are the fundraisers for the American dream, and there are few roles more heroic than that.



THE HERO HAS A PROBLEM

Many businesses get good reviews but struggle to grow beyond their current clientele. This stall often happens because of the “curse of knowledge.” The more familiar a leader becomes with their own products, the more they assume potential customers already know. This is a fatal mistake. At StoryBrand, we help you “get clear” about your messaging. How can you compel a customer in under 5 seconds? What are customers really looking for on your website? What should your CEO be talking about in their next keynote? Brands succeed when they invite their customers into a story and propel them toward a happy ending. The story your company communicates should be clear, compelling and break through the noise of your competitors.



THE HERO NEEDS A GUIDE

Keeping a message simple is one of the hardest things to do. StoryBrand is a group of successful writers, web-designers, marketing specialists and story experts who never stop thinking about how to help business leaders grow their businesses through clear, compelling communication. As Donald Miller says “Ninety-percent of writing a good story is knowing what not to say.” The StoryBrand team has one goal, to increase your revenue by cutting the confusion out of your brand strategy.



THE HERO NEEDS A PLAN

The StoryBrand Strategy helps you simplify your communication so you'll know exactly how to talk about the products you offer. We're not talking about teaching you to tell stories about your company, we're talking about understanding why people are fascinated with proven story formulas and teaching you to filter all communication through the seven common elements in billion-dollar Hollywood stories. Hollywood takes in more than 490-billion dollars per year selling formulaic narratives, so why not tap into these proven formulas and harness them to grow your business? When you understand our process, you'll walk through your office like a brand ninja, cutting the confusing messaging that is costing your brand daily revenue. If a website image, company slogan, brochure copy or a line your salespeople use when talking about a product doesn't help your customers understand how you can help them live a better story, it has to go. Our process creates a filter you'll learn with ease. The result will be a deeper connection with customers and a resulting growth in your brand.



THE HERO NEEDS A WEAPON

Your weapon will be a BrandScript unique to your brand. You can use your BrandScript in all levels of communication, whether you're giving a speech, editing your website, writing automated email responses or creating multi-million dollar advertising campaigns. Once you've created your BrandScript you'll have specific lines and phrases to pull from that will insure your communication is clear, compelling and gets results. Not only this, but once you align your team to your BrandScript everybody on your staff will talk in such a way customers want to know more. A company with a BrandScript is on point and unified in their mission.



EVERY HERO NEEDS A HAPPY ENDING

Imagine having a BrandScript that gives you the wording, images, and stories you need to better connect with potential customers? What if, a month from now, your company was growing in revenue again because your team members were unified, your customers deeply resonated with you and there was something special that set you apart you from the competition? What would change if you were no longer confused about how to talk about the products and services you offered? If you're like most of our clients, you'll experience revenue growth, clarity in purpose and unity in your mission once you've completed the StoryBrand process.

Either bring our team in for the day or apply for the Nashville Workshop. You can't tell a story without a good script, so why run a business without one? Lets give your customers a clear, compelling story about what you offer and why it matters and see what happens. Apply to go through the StoryBrand process today.

