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StoryBrand Launches Marketing Made Simple Podcast Because Marketing Should Be Easy and it Should Work

Nashville, TN (June 23, 2021) StoryBrand announced today the launch of the Marketing Made Simple Podcast hosted by Dr. J.J. Peterson and April Sunshine Hawkins. This weekly podcast offers applicable tips and interviews with experts to help companies clarify their messaging and grow their business.

“Most marketing fails for one simple reason -- it’s too complicated. The human brain is naturally drawn to clarity. But most business leaders struggle to explain what they do in a way that’s clear and draws people in,” said Dr. J.J. Peterson, Senior Director of StoryBrand and host of the podcast. “We started this podcast because we want people to be able to tell a clear story to their customers. When companies can understand the power of story and how to use it effectively in their marketing, the process of creating marketing becomes so much more simple and effective.”

The Marketing Made Simple podcast uses the popular StoryBrand Framework developed by Donald Miller to help companies clarify their message and create a powerful story with their marketing. Every week the hosts break down how story works and how to use story in sales funnels and other marketing tools. The podcast dives into communication theory, offers practical tips, examples from the best marketers in the world, and an action plan for next steps to create clear messaging that works.

“‘Story’ is a buzzword when it comes to marketing and branding. Everyone wants to tell a great story, but most companies are telling the wrong one and it’s costing them,” said April Sunshine Hawkins, co-host of the podcast. “We help companies tell the right story as a tool to clarify their message.”

Peterson adds, “When used correctly, a great message can help your business invite customers into a beautiful story where they get to be the Hero and you get to be their Guide. You actually get to help your customers win. When they win, you win.”

The Marketing Made Simple podcast exists to make marketing easy and work. It can be found on Apple, Spotify, and Google platforms.

About StoryBrand

StoryBrand created a communication framework that helps companies clarify their message so that their business grows. More than 500,000 people have experienced the power of the StoryBrand Messaging Framework in their business. Because they’ve clarified their message, they are connecting with more customers, generating more leads, and growing revenue like never before. Dr. J.J. Peterson and April Sunshine Hawkins are communication experts who have worked with thousands of companies to help clarify their message using the power of story.

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