

New York Times Bestselling Author

DONALD MILLER

BUILDING A STORY BRAND



*Clarify Your
Message so
Customers
Will Listen*

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Author : Donald Miller Pages : 228 pages Publisher :
HarperCollins Leadership Language : ISBN-10 :
0718033329 ISBN-13 : 9780718033323

Synopsis book

New York Times bestselling author Donald Miller uses the seven universal elements of powerful stories to teach readers how to dramatically improve how they connect with customers and grow their businesses. Donald Miller's StoryBrand process is a proven solution to the struggle business leaders face when talking about their businesses. This revolutionary method for connecting with customers provides readers with the ultimate competitive advantage, revealing the secret for helping their customers understand the compelling benefits of using their products, ideas, or services. Building a StoryBrand does this by teaching readers 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; and how 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

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