

#1 Wall Street Journal Bestseller

DONALD MILLER
New York Times Bestselling Author

BUILDING A STORY BRAND



Clarify Your Message
So Customers Will Listen

Use the 7 Elements of Great Storytelling to Grow Your Business

ZACK'S FIVE FAVORITE QUOTES AND LESSONS

Building A StoryBrand

Donald Miller



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Caring about your customers:

Those who realize the epic story of life is not about them but actually **about the people around them** somehow win in the end. It's counterintuitive, but it's true.

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Implementing clear calls-to-action:

*One of the biggest hindrances to business success is that **we think customers can read our minds.** It's obvious to us that we want them to place an order, so we assume it's obvious to them too. It isn't.*



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Identify how your product benefits the customer:

*We need to show repeatedly how our product or service **can make somebody's life better**. If we don't tell people where we're taking them, they won't follow. A story has to go somewhere.*



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Essence of a company's mission:

*A true mission isn't a statement; **it's a way of living and being.** ... A mission is a story you reinforce through every department strategy, every operational detail, and every customer experience. That's what it means to be a company on mission.*

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Importance of company culture:

*There is more to life than dominating the market. Dominating the market is only a beautiful story if the team that accomplishes such a challenging task **has tied that ambition to their own personal dreams.***

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should check out this book.**



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