

DONALD MILLER

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New York Times and #1 *Wall Street Journal* bestselling author, branding expert and CEO of StoryBrand Donald Miller has spent his career studying the structure of stories. And, he's learned a thing or two about what resonates with consumers: his memoir, "Blue Like Jazz," was a *New York Times* bestseller that sold more than 1 million copies and was adapted into a movie. Through his studies and his writings, he's learned that nearly every story ever created follows a fairly simple framework. He's harnessed that framework and turned it into a step-by-step system – the StoryBrand 7-Part (SB7) Framework - to help businesses and individuals clarify their message and engage customers. At StoryBrand, Don and his team help more than 3,000 business leaders every year clarify their brand message using the SB7 Framework. Don's thoughts have deeply influenced leaders and teams for *The Economist*, Pantene, Steelcase, Zaxby's, and thousands more. His latest book, the #1 *Wall Street Journal* bestseller, "Building a StoryBrand: Clarify Your Message So Customers Will Listen," is available now. He also hosts the weekly, "Building a StoryBrand with Donald Miller" podcast, available on iTunes. He lives in Nashville, Tenn. with his wife, Betsy, and their dogs, Lucy and June Carter. For more information, please visit StoryBrand.com.

Why Donald Miller?



- Don is a *New York Times* and #1 *Wall Street Journal* bestselling author. Collectively, his books have spent more than a year on the *New York Times* Bestsellers list.
- After creating a communication framework based on story structure to create clear messages in marketing collateral, Don's company doubled in revenue for four consecutive years. He now teaches that framework to more than 3,000 businesses each year.
- Don's proven philosophy – which has helped businesses of all sizes, from billion-dollar brands to hundreds of small businesses including Zaxby's, Berkshire Hathaway, Pantene, Intel, *The Economist* and more – is simple: If you confuse, you lose. Noise is the enemy and creating a clear message is the best way to grow your business.
- The StoryBrand Framework Don created isn't some secret formula or hidden recipe. Don shares the outline to help make any business successful in his #1 *Wall Street Journal* bestselling book, "Building a StoryBrand: Clarify Your Message So Customers Will Listen," and gives step-by-step instruction on how to apply the framework to your own business.
- Each week, on his podcast, "Building a StoryBrand with Donald Miller," Don sits down with the world's top leading business experts including personal finance legend Dave Ramsey, "Inside the NBA" host and three-time Sports Emmy Award winner Ernie Johnson, Jr., TOMS Shoes Founder Blake Mycoskie, and *New York Times* and *Wall Street Journal* bestselling author Daniel Pink on marketing, branding and their winning formulas to succeed in business. In 2016 and 2017 combined, the podcast had nearly 3 million downloads.

“*StoryBrand didn't just help me prepare my Ted Talk, they helped me understand how to better approach the advocacy I'd been doing. It all comes down to simple, repeatable messages that grab the audience. Without StoryBrand, I'd have never been able to clarify my message and inform the audience about a cause I care so deeply about. With the help of StoryBrand, I hit a home run, or more appropriately, I landed a triple lux.*”

- Scott Hamilton, Olympic gold medalist, Founder of Scott Cares, and three-time cancer survivor



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About the Book

Building a StoryBrand: Clarify Your Message So Customers Listen

Did you know that a company's branding can be successful by using the same story structure that countless movies – from "Star Wars" to "The King's Speech" – have used? *New York Times* and *Wall Street Journal* bestselling author, branding expert and CEO of StoryBrand Donald Miller does. In fact, story structure helped him double his company's revenue for four consecutive years. In his #1 *Wall Street Journal* bestselling book, BUILDING A STORYBRAND: Clarify Your Message So Customers Listen, he's sharing the same framework to help businesses and business leaders achieve success and increase sales. In BUILDING A STORYBRAND, readers will learn to throw out traditional thinking and learn that the hero of a brand's story is actually the customer. And, contrary to popular belief, people do not buy the best products. They buy products they can understand the fastest. With so much noise constantly consuming our attention, it's time for businesses to understand how to grab a consumer's attention quickly and affectively with the SB7 Framework.

Thomas Nelson | ISBN: 978-0718033323 | October 10, 2017 - \$24.99

Why Building a StoryBrand?



- Don begins by teaching readers that a business' success in branding begins with a fundamental and crucial understanding that the customer is the hero of the story, not their company. Their brand is simply the guide that helps the hero get something they want.
- BUILDING A STORYBRAND teaches readers the same SB7 Framework that Don and team have walked billion-dollar brands and thousands of small businesses through to clarify their brand's message, in every area of communication, so customers engage.
- The book is divided into three sections so readers can first understand why story and story framework is essential to their brand's messaging (just as it is essential to a successful movie), next readers will have the opportunity to build their own StoryBrand and, finally, readers will learn how to implement their StoryBrand script within an organization.
- Skeptical as to how the framework of a story can really make a difference for a brand? Don outlines specific examples such as Apple, Tidal and numerous small businesses, examining why they failed at first and how their use, or lack thereof, of the story format made a significant difference.
- Perfect for the small business owner, college student studying branding or the communications executive, BUILDING A STORYBRAND is the guidebook for branding, no matter the industry or profession.
- The book concludes with the StoryBrand Marketing Roadmap which walks readers through tangible steps – lead generators, one liners, creating a an email campaign and more – of what they can do today to increase sales tomorrow and beyond.

#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

“May we all be richly rewarded for putting our customers' stories above our own.”

– Donald Miller, *Building a StoryBrand*

“The StoryBrand Framework has been just as effective for billion-dollar brands as it has for mom-and-pop businesses, and just as powerful for American corporations as it has for those in Japan and Africa. Why? Because the human brain, no matter what region of the world it comes from, is drawn toward clarity and away from confusion.”

– Donald Miller, *Building a StoryBrand*