

Building A StoryBrand - Donald Miller Read Ebooks [EN] PDF, EPub, Mobi

#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

Building a StoryBrand Donald Miller Read ebooks [EN] PDF, ePub, Mobi, New York Times best-selling author Donald Miller uses the seven universal elements of powerful stories to teach listeners 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 listeners 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 listeners 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 running for office, or the lead singer of a rock band, Building a StoryBrand will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers.

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