

New York Times Best-Selling Author

DONALD MILLER

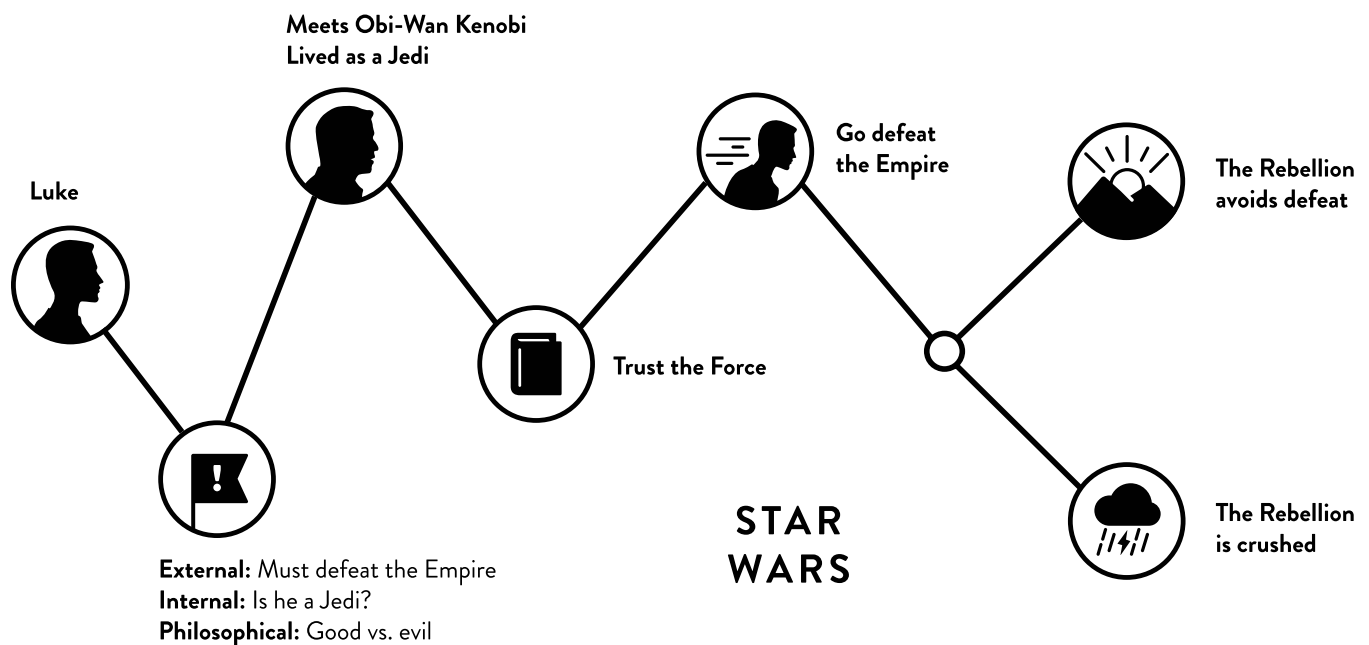
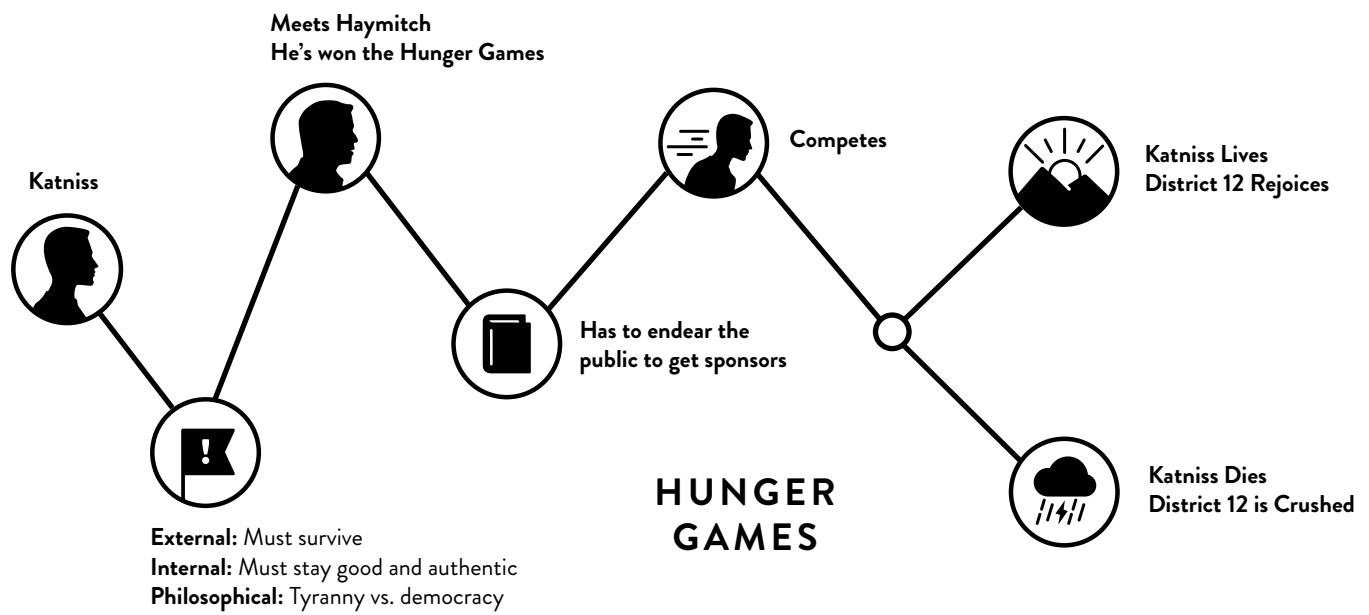
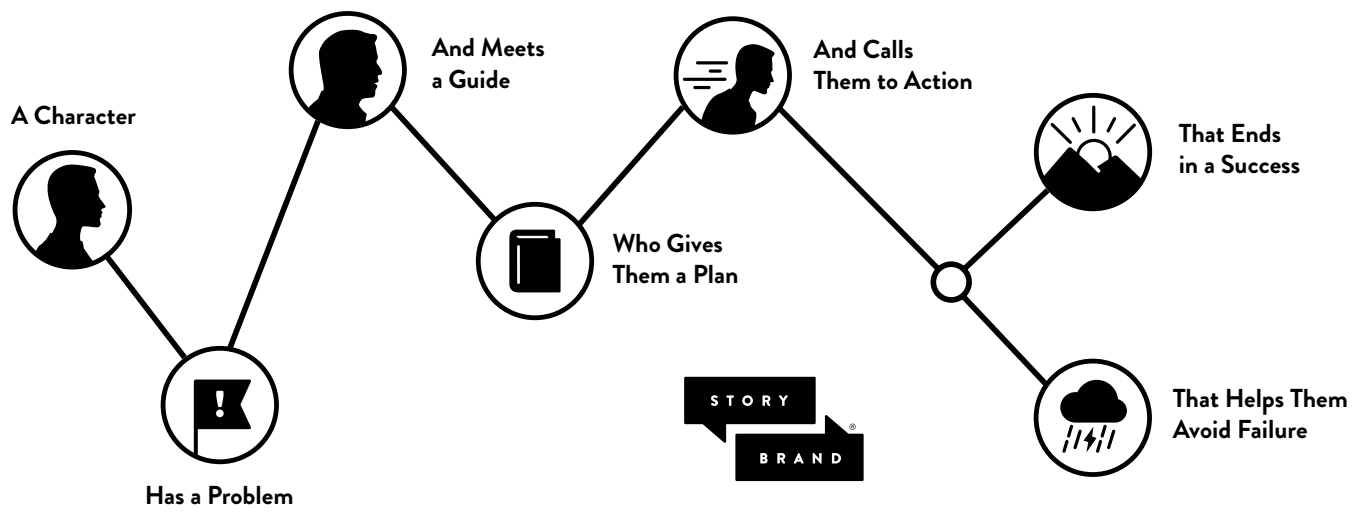
**BUILDING
A STORY
BRAND**

AUDIO BOOK
GRAPHICS
REFERENCE



*Clarify Your
Message So
Customers
Will Listen*

CHAPTER 2

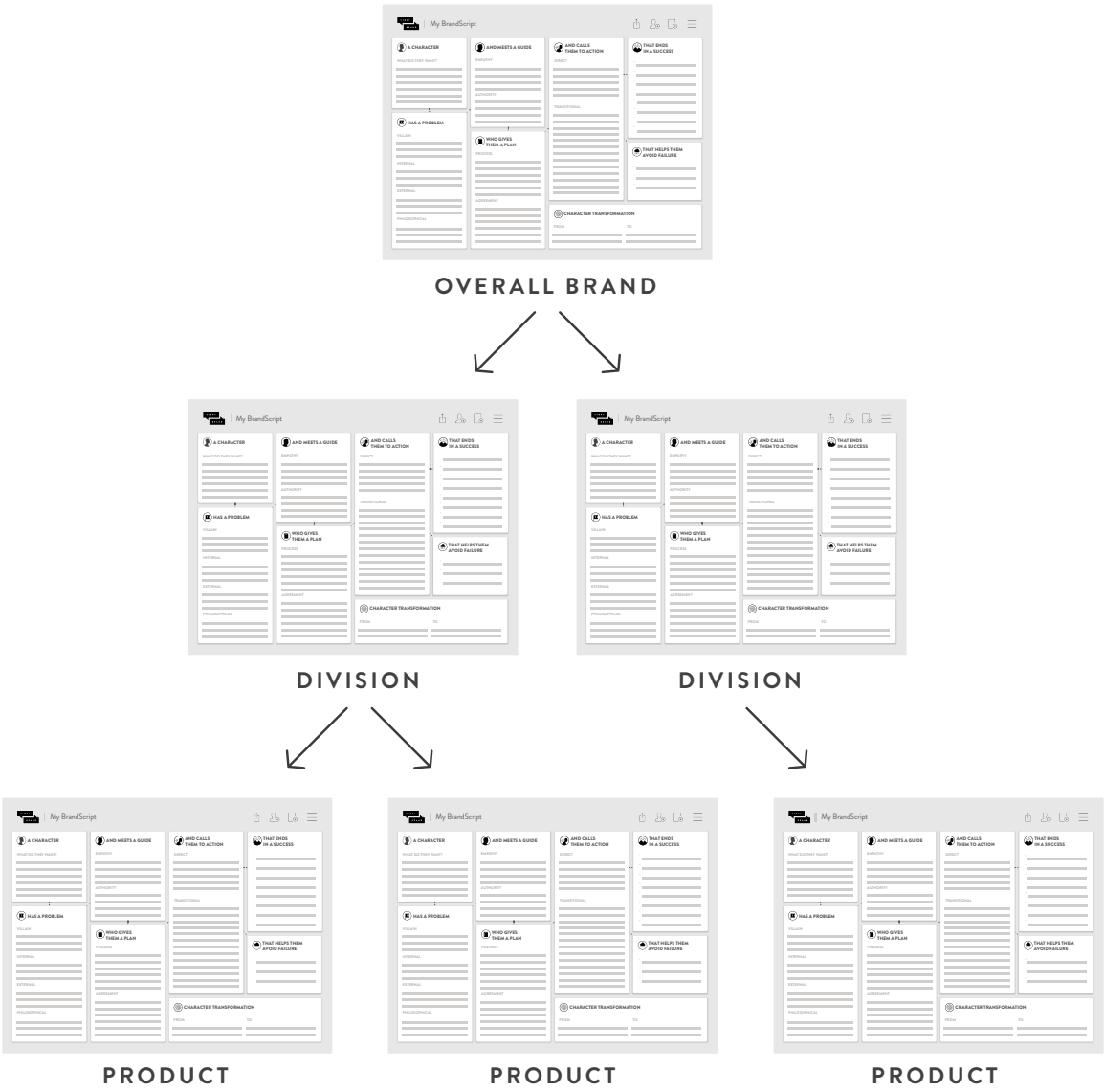


CHAPTER 3

STORY BRAND | My BrandScript

📄 👤 📱 ☰

1 A CHARACTER WHAT DO THEY WANT? _____ _____ _____	2 AND MEETS A GUIDE EMPATHY _____ _____ _____ AUTHORITY _____ _____	3 AND CALLS THEM TO ACTION DIRECT _____ _____ _____ TRANSITIONAL _____ _____	4 THAT ENDS IN A SUCCESS _____ _____ _____ _____ _____ _____
5 HAS A PROBLEM VILLAIN _____ _____ INTERNAL _____ _____ EXTERNAL _____ _____ PHILOSOPHICAL _____ _____	6 WHO GIVES THEM A PLAN PROCESS _____ _____ _____ AGREEMENT _____ _____		7 THAT HELPS THEM AVOID FAILURE _____ _____ _____ _____
		8 CHARACTER TRANSFORMATION FROM _____ TO _____	



CHAPTER 4



A CHARACTER

WHAT DO THEY WANT?

CHAPTER 5



HAS A PROBLEM

VILLAIN

INTERNAL

EXTERNAL

PHILOSOPHICAL

CHAPTER 6



AND MEETS A GUIDE

EMPATHY

AUTHORITY

CHAPTER 7



**WHO GIVES
THEM A PLAN**

PROCESS

AGREEMENT

CHAPTER 8



AND CALLS THEM TO ACTION

DIRECT

TRANSITIONAL

CHAPTER 9



THAT HELPS THEM AVOID FAILURE

- ---
- ---
- ---

CHAPTER 11



CHARACTER TRANSFORMATION

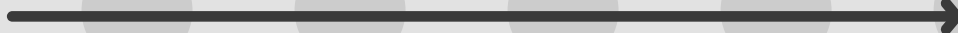
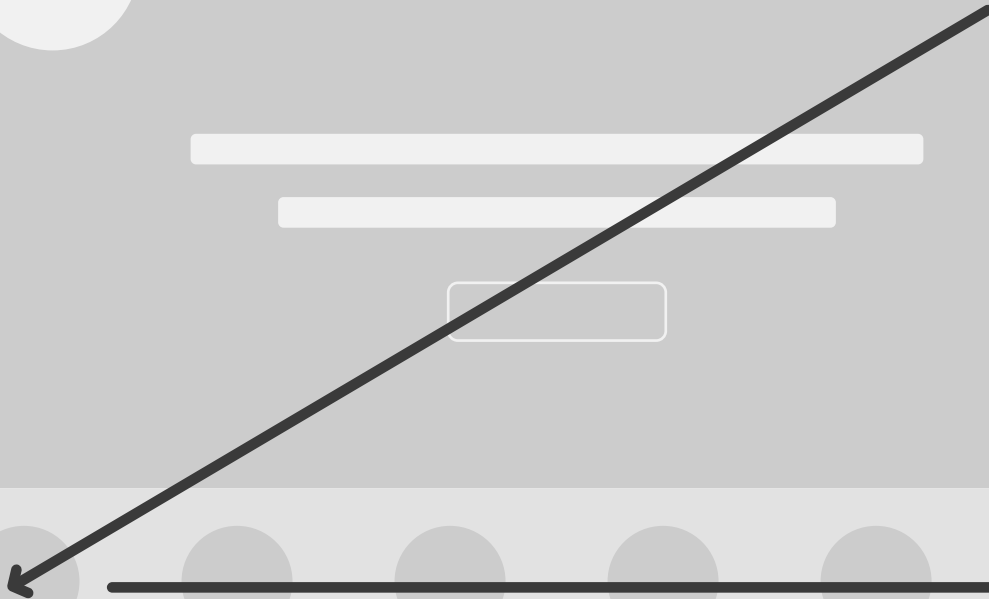
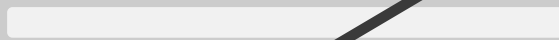
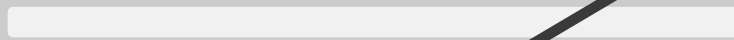
FROM

TO

CHAPTER 12



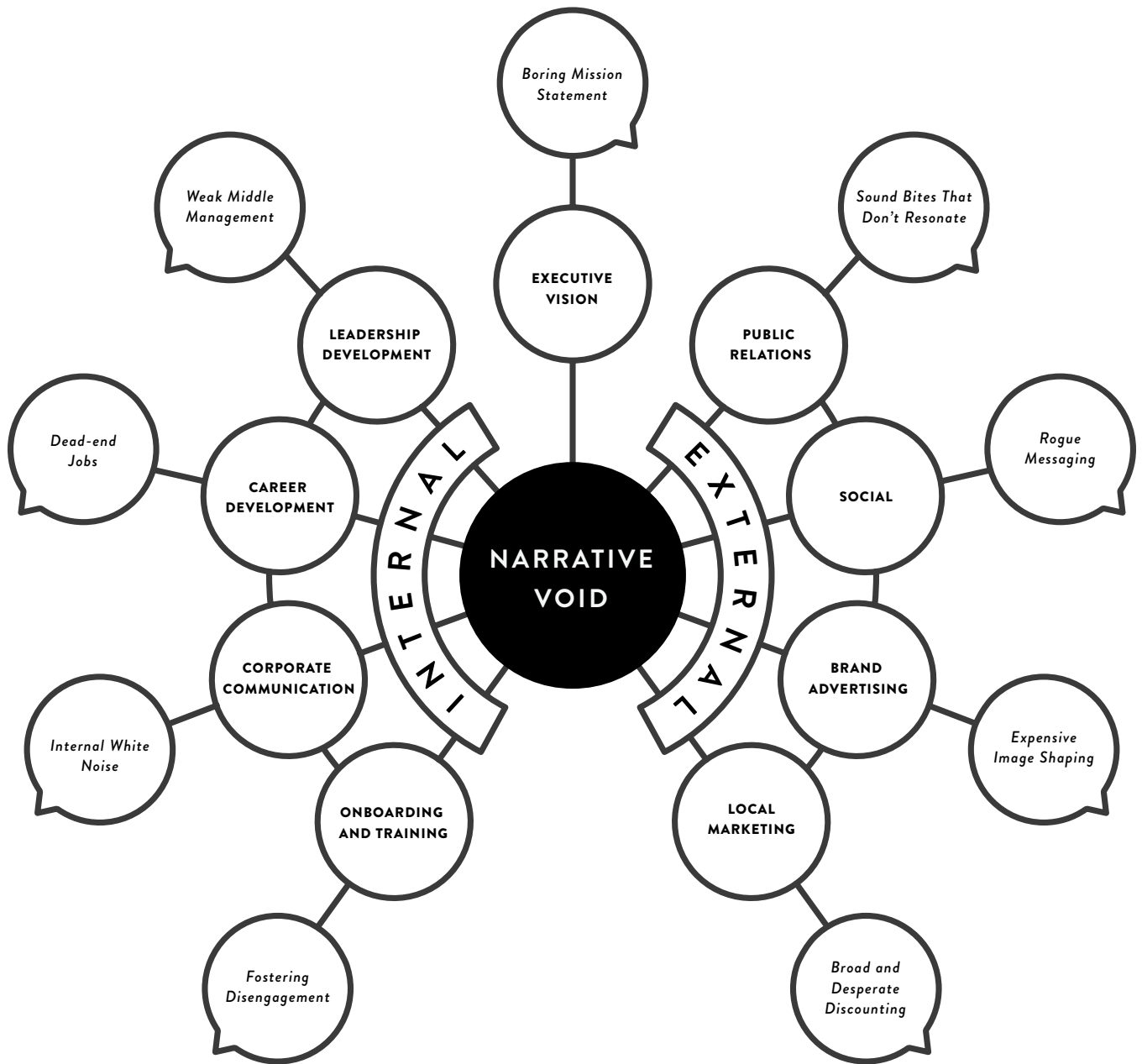
LOGO



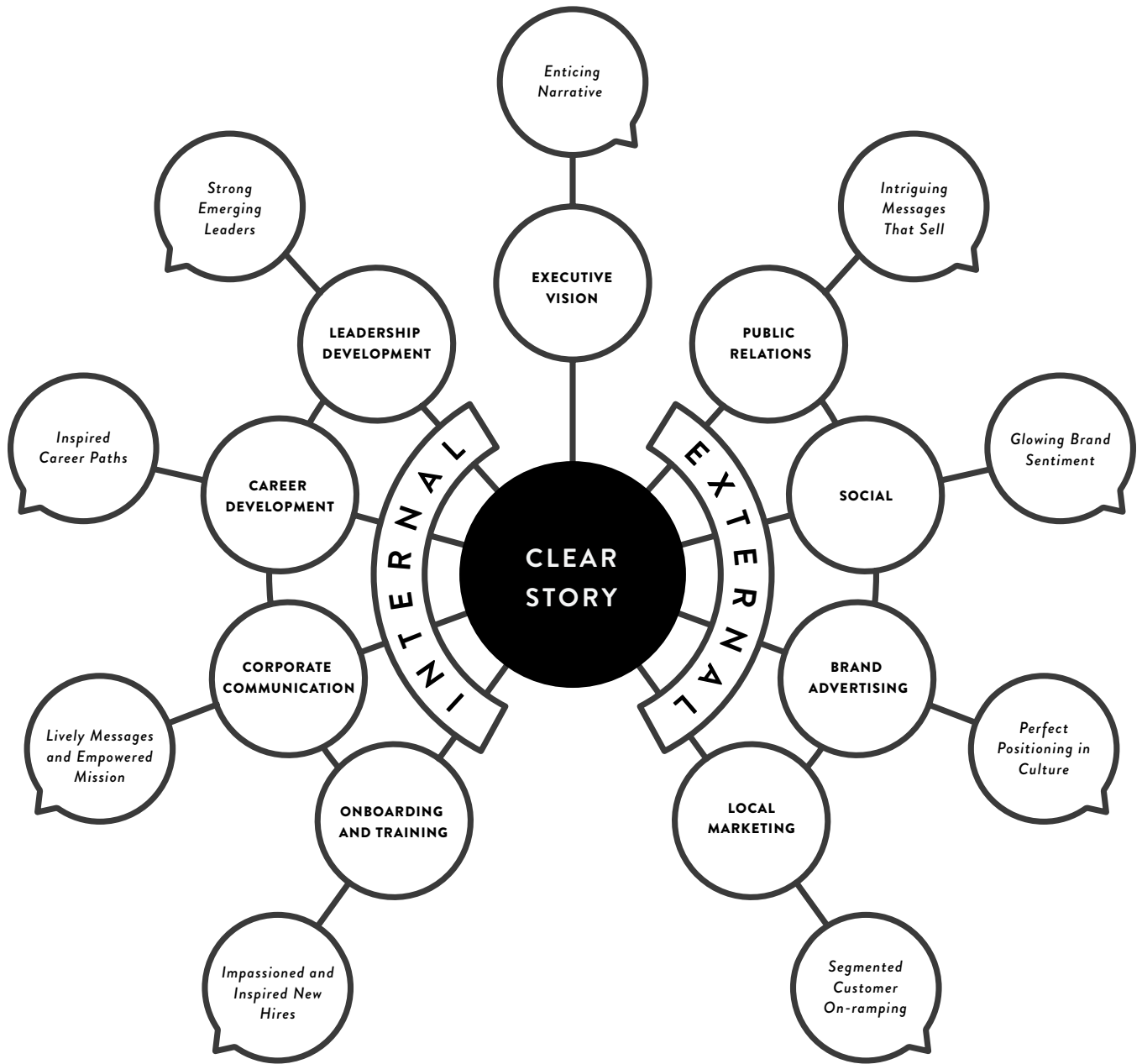
BUY NOW

DOWNLOAD PDF

CHAPTER 13



CHAPTER 13



STORY

BRAND

CLARIFY YOUR MESSAGE USING OUR FREE, POWERFUL ONLINE TOOL

CREATE YOUR BRANDSCRIPT AT



MYSTORYBRAND.COM

STORY
BRAND

CLARIFY YOUR MESSAGE USING OUR FREE, POWERFUL ONLINE TOOL

CREATE YOUR BRANDSCRIPT AT

MYSTORYBRAND.COM

BETA | StoryBrand Alumni

A CHARACTER
WHAT DO THEY DO?
What do your customers want as it relates to your product or service?

Cancel SAVE

HAS A PROBLEM

VILLAIN

EXTERNAL

INTERNAL

PHILOSOPHICAL

AND MEETS A GUIDE

EMPATHY

AUTHORITY

WHO GIVES THEM A PLAN

PROCESS

AGREEMENT

AND CALLS THEM TO ACTION

DIRECT

TRANSITIONAL

CHARACTER TRANSFORMATION

FROM TO

THAT ENDS IN A SUCCESS

THAT HELPS THEM AVOID FAILURE

GET UNLIMITED BRANDSCRIPTS
GO PRO

AND ONLINE COURSE ATTEND THE STORYBRAND LIVE WORKSHOP GET STORYBRAND CERTIFIED