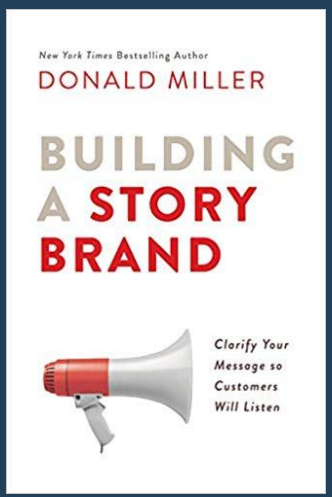

Building a Storybrand: Clarify Your Message So Customers Will Listen

Building a Storybrand: Clarify Your Message So Customers Will Listen
Year of publication: 2017
Author: Donald Miller
240 pages
Link for purchase: https://amzn.to/2J1wYwY

Storybrand is a guide that presents a method for presenting your company's products through the elements of storytelling. After its release, the work reached the bestselling level of the New York Times and the Wall Street Journal.
At the beginning of the book is presented a compilation of praises by great names about the work, from other successful book authors to great entrepreneurs who recommend using the method.

Score

8

9 Aplicability
7 Inspiration
8 Innovation
9 Impact on results
8 Structure

Main ideas of the book

- The customer is the most important of the sale, not your brand;
- Companies tend to sell solutions to external problems, but consumers buy solutions to internal problems.
- Customers look for a guide with a plan;
- Consumers will only act if stimulated;
- You should not assume that people understand how your brand is capable of transforming their lives.

To whom is this book indicated?

Marketers who want to learn resources to present products in a much more engaging way to customers.
In addition, reading is also interesting for business owners who want to scale their business and improve the way they connect with consumers.

Visão geral do livro

Overview: Part 1 - A character

The initial principle of the StoryBrand method is to consider the customer as the hero of the story, not its brand. Every good story needs a hero, and it is its role to make the consumer understand that he is the hero of this journey.
Therefore, initially, it is important to understand what your customer wants. From this, it is possible to "plant" a question in your mind, which invites you to know your story and to know how you are able to solve the problem you face.
What's more, it's interesting to turn the customer ambition that has already been identified into one factor, which should be your company's solution focus. This action makes people feel safer, healthier, happier or stronger, for example.

> *"In every line of copy we write, we're either serving the customer's story or descending into confusion; we're either making music or making noise."*

Overview: Part 2 - There is a problem

In the second part of the method, you should talk about the problems your customer is experiencing, because the more you do this, the more they will feel you know them and will be interested in your brand.
Following the concepts of a good story, it takes a villain to create a certain conflict to overcome. Therefore, it is interesting to villainize the challenges your customer faces, as it forces them to look for a tool (your product) to beat the villain.
According to the author, there are three problem levels that you are able to help:

- **External:** a physical and tangible problem that will trigger internal frustration;
- **Internal:** These are problems generated by frustration caused by external problems. This frustration is usually philosophically mistaken.
- **Philosophical:** A bigger problem than the client himself.

To explain further, Miller presents a practical example of Tesla (electric car company) on page 69:

- Villain: voracious consumption of gasoline, inferior technology;
- External: I need a car;
- Internal: I want to be one of the first to adopt this new technology;
- Philosophical: My choice of car should help save the environment.

Overview: Part 3 - The guide

If we stop to analyze the known stories and our lives, it is common to note that at some point, someone came as a guide in history and helped us overcome the problems faced during the journey.
And that's the role your brand must play in customer relationships, a trusted guide who provides tools, wisdom, and motivation to overcome villains and achieve their desires.
It is important to understand that your brand, acting as a guide, have the most authority to solve the problem, but the customer needs to understand that it is he who will get the solution (he is the hero).
Therefore, it is critical to focus on the success of your customer, not your brand, as this empathy creates a very strong connection between the two.

Overview: Part 4 - The plan

The best way to give the customer authority to show that you are able to solve their problems is by presenting a plan of action, with a step-by-step guide that helps them find the ultimate solution.
This plan is what will be responsible for mitigating the risks that consumers feel and for building a bridge of trust between you, which is essential for them to take the necessary actions to help your product do their best.

Overview: part 5 - The action

With the plan in hand, the next step is to challenge the customer to start acting. As stated in the main ideas in the book, a client should be encouraged to take action as this helps them to overcome any existing doubts or fears.
To this end, the author suggests the use of call to action, which can be of two types:

- **Direct:** They are simple and to the point. Examples: “Order Now”, “Call Today”; “Schedule an appointment”; “Register now”; "Buy it now";
- **Transitory:** They are more worked and usually offer something more to the customer, such as free information, satisfied customer testimonials, free samples or reviews.

Overview: Part 6 - Avoid failure

It can be seen that it is human nature to tend to avoid pain (or failure) even before seeking pleasure (or success). Therefore, the goal that initially moves us is to avoid failure.
Therefore, throughout every step of the plan you have presented to the customer, it is critical to demonstrate and remember that by following the steps indicated, the customer will be taking actions that will help to avert a certain disaster.
The author explains that care must be taken not to become just a “prophet of the apocalypse” as this can scare and consequently drive away customers. However, it is always worth emphasizing that you offer a plan that can alleviate or end the pain experienced by the client.

Overview: Part 7 - Ends in success

We all like a story with a happy ending. Therefore, the story of your client (hero) cannot end otherwise. It is important to give a clear picture of the success he can achieve by following his plan.
Donald says one of the best ways to do this is to force the client to imagine how his life would be better if the external problem he was facing was resolved, how he would feel about it, and how it would be able to improve his environment. (resolving the three levels of conflict mentioned above).
There are three main ways that the best storytellers use to get their heroes to a happy ending:

- Get power and position (need for status);
- The union that makes the hero feel whole (need something external to complete);
- Self-realization and acceptance (need to reach one's own potential).

What other authors say about it?

“Digital Business” author Alan Pakes says sales are the cornerstones of any business. That's why you should also focus on winning over your customer and showing that you have the right solution for them by guiding them toward selling your product.
In the book “The Sales Bible,” author Jeffrey Gitomer advises: listen well to your customers. As the author says, this is related to the first rule of the sales world. Thus, the work gives a great tip: "Shut up!" Let the customer make up his mind, don't force his response, as that will make him uncomfortable.
In the book “Marketing 4.0” by Philip Kotler, Hermawan Kartajaya and Iwan Setiawan, the authors bring the importance of being aware of changes in the digital world and how it affects marketing.

Okay, but how can I apply this in my life?

After knowing all the nuances of the StoryBrand methodology, to apply the knowledge in your reality it is important to understand the following steps:

- Create a motto;
- Create a lead generator on your site and collect email addresses;
- Create an automated and systematic email campaign;
- Seek and tell transformative stories;
- Create a system that generates recommendations.

This makes it possible for your product history roadmap to be presented and spread to more and more potential customers.

If you like this book, visit our complete collection with hundreds of Pocketbooks of the greatest sucess in the áreas of management, marketing and sales, leadership, strategy, personal development and entrepreneurship!

www.pocketbook4you.com

The content presented above reflects the vision and critical analysis of our writing team, respecting the fundamentals of intellectual property in Brazil (article 8, item I).
No part of the book is being copied. They are unique and exclusive content, always giving credit to the authors and indicating the link to purchase the complete work. PocketBook4You respects the copyright code in accordance with Brazilian law, Law 9.610 / 98.
This content is the exclusive property of PocketBook4You and is protected by Copyright Law in its articles 46, I, (a) and its article 47, because it is not reproduction and do not imply any discredit, on the contrary, The moral right is protected and, as noted earlier, the reader receives a link to acquire the work. Reproduction of this material without permission of the company is prohibited.