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#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

**Download or Read Online Building a StoryBrand Donald Miller Free eBook PDF/ePub/Mobi/Mp3/Txt**, New York Times bestselling author Donald Miller uses the seven universal elements of powerful stories to teach readers 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 readers 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 readers 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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