



## At a Glance

### TITLE

Building a Story Brand,  
Clarify Your Message So  
Customers Will Listen

### AUTHOR

Donald Miller

### GENRE

Non-Fiction  
(Business/Marketing)

### STYLE

Storytelling

### PUBLISHED

Harper Collins (2017)

### PAGES

240

### BOOK DESCRIPTION

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.

## Summary

Even if you are not responsible for marketing in your organization, you should read this book. The seven universal story points Miller outlines are applicable to every day communications as well. His simple SB7 framework consists of;

1. A Character
2. A Problem
3. A Guide
4. A Plan
5. A Call to Action
6. Avoiding Failure
7. Success

The book is full of practical advice and tips on websites, newsletters and other marketing collateral while always reminding the reader to stay focussed on the customer, no matter what your organization does.

## Evaluation

This book was easy to read and kept me busy highlighting and flagging different ideas with my ever handy post-it notes.

## Recommendation

I would recommend this book to anyone looking to improve their “story”. Whether a marketer, communications specialist, manager, teacher, municipal leader, business owner etc., you will find value in this book as it helps you center your story around your customer.

I would give the book a ★★★★★

### REVIEWER

*Audie McCarthy is President and CEO for Mohawk College Enterprise (MCE), a business to business organization established by Mohawk College to provide training and consulting services to organizations across Ontario.*