

Baixar Livros Gratuitos Building A StoryBrand (PDF|ePub|Mobi|Mp3|Txt) Donald Miller Amor

#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

Baixar livros gratuitos Building a StoryBrand (PDF|ePub|Mobi|Mp3|Txt) Donald Miller amor, The way you describe and discuss your business to customers is vital to their understanding the compelling benefits of using your product, idea, or service, in turn increasing the chances of a successful relationship. That is why New York Times bestselling author Donald Miller has created the StoryBrand process. As a proven solution to the struggle business leaders face when talking about their organizations, StoryBrand provides leaders the ultimate competitive advantage, revealing the secret for helping customers realize why they need what you are offering. Building a Storybrand shares with 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,

this revolutionary method 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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