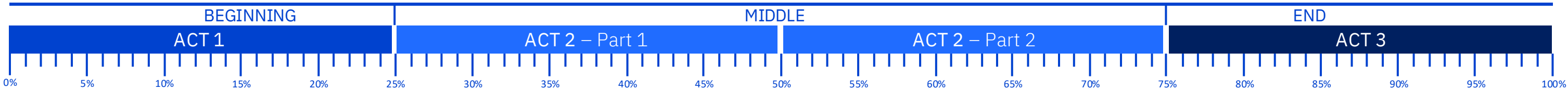
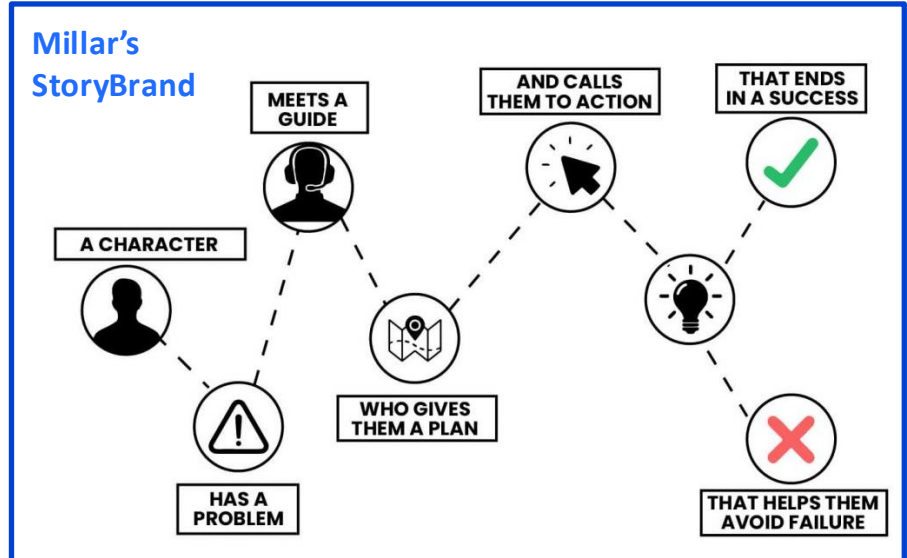


# Donald Miller's StoryBrand



**Context:**  
 The StoryBrand framework is a messaging tool created by marketer **Donald Miller** for his book "Building a StoryBrand". He designed the 7-stage framework to help business leaders to clarify their message while making it more "customer-centric". The framework is built upon the premise that that customers don't always buy the best products; they buy the products that communicate the clearest.

**Business Application:**  
 StoryBrand treats the customer as the hero ("a character") and focuses the story around the question "What problem are you solving?". This encourages business professionals to you communicate how they'll solve that problem by structuring their response in the form of a simple but effective customer journey. It's as easy framework to learn and is ideal for client success stories and short presentations.



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