



GETABSTRACT REVIEW OF

Building a StoryBrand

Clarify Your Message so Customers Will Listen

Cast your brand in the fundamentally human language of a story and view your message from your customer's perspective.

Discussion Questions

STEP 1

Have your team read the [getAbstract summary](#).

STEP 2

Schedule a team meeting to discuss the questions below.

STEP 3

Have a discussion with your team.

1. Which of the seven categories of the StoryBrand 7-Part Framework (SB7) did you find to be most important or applicable in your line of work? Why do you think so? Share your thoughts with the group.
2. What instances in your work, and even personal life, can the StoryBrand 7-Part Framework (SB7) be applied? Share with the group.

“Simply turning our focus to the customer and offering them a heroic role in a meaningful story is enough to radically change the way we talk about, and even do, business.”

Building a StoryBrand

Donald Miller

Additional resources



Customer Experience



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