

FROM THE VAULT: Building a StoryBrand with Donald Miller

STORYBRAND IN THE CONTEXT OF LEADERSHIP

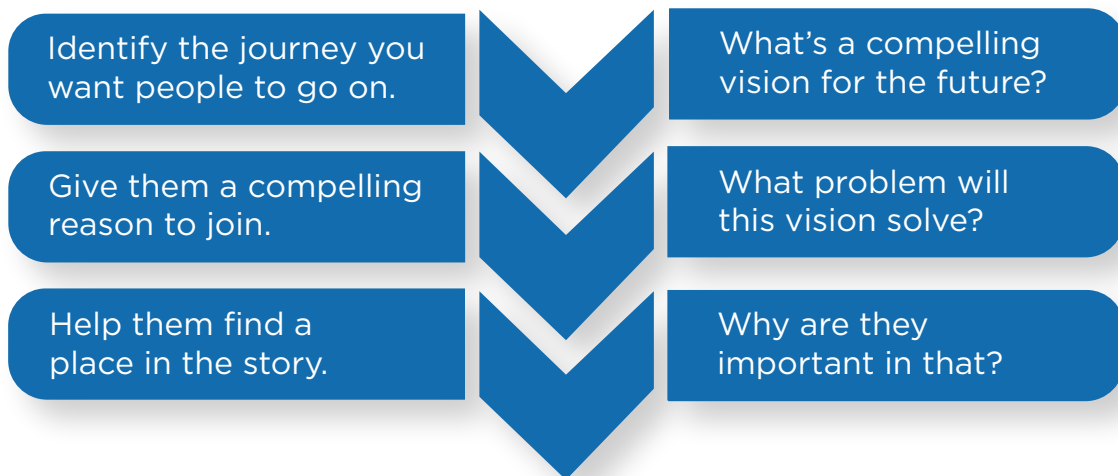
A story is simply someone who wants something and has to overcome conflict in order to get it.

A marketing strategy invites people into a story in which their problem is solved.

As leaders, **stop telling** your story and **start inviting** people into a story they can actually live.

1. Define the thing you want your group to obtain.
2. Don't get hung up on choosing the "right thing," because right is subjective; just choose something and go.
3. Take people on a journey toward that thing.

NARRATIVE FRAMEWORK:



BE THE GUIDE, NOT THE HERO

The guide is the character in the story who shows up to help the hero win. Everyone is looking for someone to help them win. Be the one they are looking for.