

Miller, DonaldBuilding a StoryBrand 2.0

6. Introduction: Your Customer Is the Hero

This short introduction sets up the book's core idea: successful businesses don't tell their own story, they invite customers into a story where the customer is the hero. It previews the seven-part 'SB7' framework for clarifying a company's message.

Key takeaways

- Customers care about their own story, not your brand's — so make the customer the hero, not your company.
- The book teaches a repeatable seven-part framework (SB7) that works across any industry.
- Use it in three steps: understand the framework, filter your message through it, then execute the new strategy.
- Businesses that draw customers into a clear, heroic story grow; those that don't get forgotten.