

**Miller, Donald**Building a StoryBrand 2.0

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## 14. And Calls Them to Action (StoryBrand Principle Five)

This chapter argues that customers, like heroes in a story, won't act unless something challenges them to. After defining desire, problems, empathy, authority, and a plan, the brand must issue a clear, repeated call to action. Passive or vague invitations get ignored and signal a lack of belief in your own product.

### Key takeaways

- Characters never act on their own; they must be provoked. Customers are the same, so ask directly for the order.
- Don't make customers read your minds. Vague lines like 'if you're interested, let me know' create confusion and kill sales.
- Two kinds of calls to action: direct (buy now, schedule a call) and transitional (download a PDF, free trial, testimonials) that build the relationship over time.
- Put one obvious 'Buy Now' button on your site, make it stand out, and repeat it down the page and across emails.
- Transitional calls to action stake a claim to your territory, create reciprocity, and position you as the guide.

- Passive selling reads as doubt. Almost no one actually oversells; most calls to action are far too soft.

## Passages worth keeping

*“Customers do not take action unless they are challenged to take action.”*

The core principle of the chapter.

*“They buy only when two realities overlap: they realize they have a problem and they remember you have a solution.”*

Why you must keep asking, so you're remembered when they're ready.

## How it connects

The section title 'Those Who Ask Again and Again Shall Finally Receive' echoes Jesus' teaching on persistent asking (Matthew 7:7; Luke 18:1-8) — the point that bold, repeated asking, not passive hoping, is what receives.