

Miller, DonaldBuilding a StoryBrand 2.0

18. Define Your Controlling Idea

This chapter adds the newest and, the author argues, most important piece to the StoryBrand BrandScript: the controlling idea. It is the single sentence that answers 'What is this brand about?' and it should be repeated everywhere until customers memorize it.

Key takeaways

- A controlling idea is the one main point your marketing makes. Every piece of copy should support it, just as a good story sticks to one plot.
- If someone spends two minutes on your marketing, they should be able to state your main idea back to you clearly.
- You already have it: read your BrandScript and ask, 'What is the moral of the story I'm inviting customers into?'
- Keep it short, simple, and clear. State it in the header and repeat it in every section, email, testimonial, and about page.
- Example: the gym MaxStrength Fitness had a great idea ('twenty minutes, twice a week') buried at the bottom of its site instead of leading with it.

- Good messaging is a memorization exercise so customers can repeat your idea to friends and grow your business by word of mouth.

Passages worth keeping

“Short, simple statements repeated word for word, over and over, is an effective messaging strategy.”

Sums up how to deploy the controlling idea.