

Miller, DonaldBuilding a StoryBrand 2.0

19. How to Execute a Flawless StoryBrand Messaging Campaign

This chapter argues that a clear message is useless until it is spoken, repeated, and installed in the minds of customers. Building great products and talking about them well are two separate skills. Success comes from turning your BrandScript into a full communication campaign, not just clarifying it once.

Key takeaways

- A message clear to you is not clear to anyone else until you say it out loud and repeat it constantly.
- "If you build it, they will come" is false for business — you must build your product AND keep talking about it.
- People need to hear a message about eight times to internalize it, and most commercial messages are ignored, so you may have to repeat it dozens of times to land it once.
- Your sound bites must appear everywhere: website, emails, elevator pitch, sales scripts, ads, videos, swag, keynotes.

- Three-step campaign: (1) Create your BrandScript, (2) Edit the sound bites until they get the reaction you want — orders, not questions, (3) Repeat them until customers can say them back to you.
- Good sound bites stop people cold; if listeners ask for clarification, they aren't dialed in yet. Don't be clever, be clear.
- Treat your BrandScript as a rough draft — keep refining based on whether customers lean in and buy, not on whether you personally like the wording.

Passages worth keeping

“You are doing everything to prepare this man to be president and nothing to get him elected.”

Captures the gap between having substance and being able to communicate it — the whole point of the chapter.

“When you use your sound bites, people should either want to place an order or know somebody they think should place an order.”

The concrete test for whether your messaging actually works.