

Miller, DonaldBuilding a StoryBrand 2.0

21. How to Execute a StoryBrand Messaging and Marketing Campaign

This final chapter turns the StoryBrand BrandScript into an actual marketing system. It lays out a seven-step campaign that moves customers through three relationship stages—curiosity, enlightenment, and commitment—so they hear about your brand, learn to trust it, and eventually buy.

Key takeaways

- The campaign works by guiding people through three stages: curiosity (get them interested), enlightenment (let them learn and trust), and commitment (ask for the sale).
- Step 1: The BrandScript is the foundation—get the words right first or everything else fails.
- Step 2: Build a one-liner with three parts—the problem, your product as the solution, and the result. Lead with the problem, because 'the problem is the hook.' Keep the product part short.
- Step 3: Wireframe a landing page with proven sections—header, stakes, value proposition, guide, plan, explanatory paragraph, lead generator, and a 'junk drawer' for everything else at the bottom.

- Step 4: Create a lead generator (a valuable free resource like a PDF or webinar) to collect emails and phone numbers. It must give real value and establish you as an authority.
- Step 5: Run an automated email/text drip campaign. Use a nurture pattern: three value emails, then one sales email with a clear call to action. Even unopened emails work by keeping your brand in people's minds.
- Step 6: Collect transformation testimonials by asking leading questions (before, frustration, what was different, the turning point, life now) so customers tell a real before-and-after story.
- Step 7: Build a referral system—identify happy customers, give them an easy tool to share, and reward them. Referrals are up to 2.5x more effective than other channels.

Passages worth keeping

“Until you get the words right, your marketing will fail.”

The whole campaign depends on a clear message first.

“There is great power in simply reminding your customers you exist.”

Why consistent email/text contact grows a business even when unread.