

Miller, DonaldBuilding a StoryBrand 2.0

22. Afterword

A brief closing note from the author. He thanks the reader, encourages them not to give up on their product, and points to a companion audio drama for reinforcing the StoryBrand framework.

Key takeaways

- Your product is likely more valuable than you realize — you just haven't reached your audience yet.
- When you clarify your message, your audience will find you.
- Reinforce the framework by listening to the StoryBrand Radio Theater audio story on Audible or YouTube.
- Use cliff-hangers in your own marketing to keep people engaged.