

Building A Storybrand Clarify Your Message So Customers Will Listen

New York Times bestselling author Donald Miller uses the seven universal elements of powerful stories to teach readers how to dramatically improve how they connect with customers and grow their businesses. Donald Miller's StoryBrand process is a proven solution to the struggle business leaders face when talking about their businesses. This revolutionary method for connecting with customers provides readers with the ultimate competitive advantage, revealing the secret for helping their customers understand the compelling benefits of using their products, ideas, or services. Building a StoryBrand does this by teaching readers the seven universal story points all humans respond to; the real reason customers make purchases; how to simplify a brand message so people understand it; and how to create the most effective messaging for websites, brochures, and social media. Whether you are the marketing director of a multibillion dollar company, the owner of a small business, a politician running for office, or the lead singer of a rock band, Building a StoryBrand will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers.

After decades of failed relationships and painful drama, Donald Miller decided he'd had enough. Impressing people wasn't helping him connect with anyone. He'd built a life of public isolation, yet he dreamed of meaningful relationships. So at forty years old he made a scary decision: to be himself no matter what it cost. From the author of *Blue Like Jazz* comes a book about the risk involved in choosing to impress fewer people and connect with more, about the freedom that comes when we stop acting and start loving. It is a story

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about knocking down old walls to create a healthy mind, a strong family, and a satisfying career. And it all feels like a conversation with the best kind of friend: smart, funny, true, important. Scary Close is Donald Miller at his best.

CHAPTERS FOR A FATHERLESS GENERATION With honest humor and raw self-revelation, bestselling author Donald Miller tells the story of growing up without a father and openly talks about the issues that befall the fatherless generation. Raw and candid, Miller moves from self-pity and brokenness to hope and strength, highlighting a path for millions who are floundering in an age without positive male role models. Speaking to both men and women who grew up without a father—whether that father was physically absent or just emotionally aloof—this story of longing and ultimate hope will be a source of strength. Single moms and those whose spouses grew up in fatherless homes will find new understanding of those they love as they travel along this literary journey. This is a story of hope and promise. And if you let it, Donald Miller's journey will be an informal guide to pulling the rotted beams out from our foundations and replacing them with something upon which we can build our lives.

WARNING: Do Not Read This Book If You Hate Money To build a successful business, you need to stop doing random acts of marketing and start following a reliable plan for rapid business growth. Traditionally, creating a marketing plan has been a difficult and time-consuming process, which is why it often doesn't get done. In *The 1-Page Marketing Plan*, serial entrepreneur and rebellious marketer Allan Dib reveals a marketing implementation breakthrough that makes creating a marketing plan simple and fast. It's literally a single page, divided up into nine squares. With it, you'll be able to map out your own sophisticated marketing plan and go from zero to marketing hero. Whether you're just starting out or are an

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experienced entrepreneur, The 1-Page Marketing Plan is the easiest and fastest way to create a marketing plan that will propel your business growth. In this groundbreaking new book you'll discover: - How to get new customers, clients or patients and how to make more profit from existing ones. - Why "big business" style marketing could kill your business and strategies that actually work for small and medium-sized businesses. - How to close sales without being pushy, needy, or obnoxious while turning the tables and having prospects begging you to take their money. - A simple step-by-step process for creating your own personalized marketing plan that is literally one page. Simply follow along and fill in each of the nine squares that make up your own 1-Page Marketing Plan. - How to annihilate competitors and make yourself the only logical choice. - How to get amazing results on a small budget using the secrets of direct response marketing. - How to charge high prices for your products and services and have customers actually thank you for it.

Is this blue book more valuable than a business degree?

Most people enter their professional careers not understanding how to grow a business. At times, this makes them feel lost, or worse, like a fraud pretending to know what they're doing. It's hard to be successful without a clear understanding of how business works. These 60 daily readings are crucial for any professional or business owner who wants to take their career to the next level. New York Times and Wall Street Journal bestselling author, Donald Miller knows that business is more than just a good idea made profitable – it's a system of unspoken rules, rarely taught by MBA schools. If you are attempting to profitably grow your business or career, you need elite business knowledge—knowledge that creates tangible value. Even if you had the time, access, or money to attend a Top 20 business school, you would still be missing the practical

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knowledge that propels the best and brightest forward. However, there is another way to achieve this insider skill development, which can both drastically improve your career earnings and the satisfaction of achieving your goals. Donald Miller learned how to rise to the top using the principles he shares in this book. He wrote *Business Made Simple* to teach others what it takes to grow your career and create a company that is healthy and profitable. These short, daily entries and accompanying videos will add enormous value to your business and the organization you work for. In this sixty-day guide, readers will be introduced to the nine areas where truly successful leaders and their businesses excel:

Character: What kind of person succeeds in business?

Leadership: How do you unite a team around a mission?

Personal Productivity: How can you get more done in less time?

Messaging: Why aren't customers paying more attention?

Marketing: How do I build a sales funnel?

Business Strategy: How does a business really work?

Execution: How can we get things done?

Sales: How do I close more sales?

Management: What does a good manager do?

Business Made Simple is the must-have guide for anyone who feels lost or overwhelmed by the modern business climate, even if they attended business school. Learn what the most

successful business leaders have known for years through the simple but effective secrets shared in these pages. Take

things further: If you want to be worth more as a business professional, read each daily entry and follow along with the free videos that will be sent to you after you buy the book.

Yes, It's Possible to Build a Business around Your Expertise, Ideas, Message, and Personality. But First You Need to

Realize — **YOU ARE THE BRAND.** It's no secret that more

people than ever before are building thriving businesses

around their personal brands. But why do some create six- or even seven-figure businesses while so many others strive to

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make a consistent income? Much of the personal brand space plays out in two ways. The first group of people sells a false version of themselves, thinking that image or perception alone will get them the results they seek. These folks don't realize that attention isn't owed, it's earned. The flip side of presenting a false version of yourself is oversharing in the name of authenticity. They talk nonstop about their issues, sometimes revealing way more than what is even comfortable to read about. It's as if these people are trying to sell their struggles, and it doesn't work in the long run. Like a car wreck, these folks garner attention, but it's short-lived. Here's a simple question that can serve as a litmus test for you: "Can I build a campfire around what I'm sharing?" Is there warmth? Are you building something that is attractive and inviting to others? Can you build a community around it? Are you someone whom others want to invite onto their stages, in front of their employees, or into their lives? In *You Are the Brand*, Mike Kim shares his proven 8-step blueprint that has helped build the brands for some of today's most influential thought leaders — as well as his own personal brand. In this practical and inspiring book, you will learn: How to identify and showcase your unique expertise How to gain clarity on your message, market, and business model Why the most effective marketing strategy is to simply tell the truth How-To-Preneur vs. Ideapreneur — Which one are you? The three kinds of personal stories that ensure you stand out in your market The simple "9-Box Grid" that shows you how to price your products and services How to cultivate "rocket ship relationships" that skyrocket your revenue, and influence Feeling burned out by your business? Sick of the 'hustle and grind' culture of your industry? There's a better way! Get over your perfectionism and embrace the flow of the Chillpreneur. Denise Duffield-Thomas, money mindset coach and best-selling author, will show you how with her trademark humor

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and down-to-earth wisdom. In this book, she shares invaluable business advice and counterintuitive millionaire mindset lessons (no blood, sweat, or tears necessary) which will set you on the path of abundance - without all the hard work. You'll discover how to find the business model that works perfectly for your personality, learn about key concepts - such as the Golden Goose and the Keyless Life - to help you work less and earn more, and become a marketing pro without feeling like a sleazy car salesman. Plus, Denise talks you through the smaller - but no less important - details of being an entrepreneur, including how to deal with awkward money situations and find the most effective ways to price your offers. Full of reassuring and practical advice, *Chillpreneur* challenges the old, boring assumptions of what it takes to create success in business, so you can create financial independence with ease and grace.

Speak to the heart of your target audience and create a movement around your mission or campaign through this comprehensive, step-by-step approach to crafting messages that resonate. Donald Miller, author of the bestselling *Building a StoryBrand*, has helped thousands of individuals, corporations, and justice-oriented organizations turn vision into action using the organized, easy to implement communication framework outlined in these pages. Based on proven principles individuals and entire companies are using right now to bring awareness to their missions and brands, in this book Donald teaches you how to: Build a communication campaign that flows across key customer touchpoints to effectively develop, strengthen, and communicate your mission to the marketplace. Cultivate long-lasting awareness for your mission that can lead to a socially relevant movement around your message. Utilize the same practical, straightforward advice and actionable principles to create subsequent campaigns that leave a direct impact on the

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people they are meant to reach. Simple and easy to understand, turn your vision into an amazing campaign that people not only pay attention to but also rally around as they become advocates of your brand and mission.

Though it's a potentially lucrative enterprise, the reality of independent consulting seldom matches the dream. Most solo consultants and boutique consulting firms are perpetually within six months of bankruptcy due to the sputtering unreliability of their new business engines. The problem, according to international consulting expert David A. Fields, is twofold: 1) lack of a consistent, proven plan, and 2) fundamental misunderstanding about what clients want in a consultant. Fields, who has helped hundreds of consultants and boutique firms worldwide build lucrative, sustainable practices, replaces the typical consultant's mindset of emphasizing expertise and differentiated processes with a focus on building relationships, engendering trust, and solving clients' existing problems. In *The Irresistible Consultant's Guide to Winning Clients: Six Steps to Unlimited Clients and Financial Freedom*, Fields synthesizes his decades of experience into a step-by-step approach to winning more projects from more clients at higher fees. From nuts-and-bolts business advice and tactics to a deeply insightful breakdown of the human side of a very human profession, Fields delivers a comprehensive guidebook that is at once highly approachable and satisfyingly detailed.

Building a storybrand Donald Miller (2017) is a practical guide to effectively marketing your company or product. By showing the power of a seven-part story-telling framework, these blinks help you and your company create a clear message that no customer will ignore. **DISCLAIMER!!!** This book is a SUMMARY. It's meant to be a companion, not a replacement, to the original book. Please note that this summary is not authorized licensed, approved, or endorsed by the author or

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As a serial entrepreneur, Kevin Kruse has seen time and again that the leadership practices that actually work are the opposite of what is commonly taught and implemented. *Close Your Open Door Policy* shows how a contrarian approach can be a better, faster, and easier way to succeed as a leader. Chapter by chapter, Kruse focuses on a piece of popular wisdom, then shows with real-world case studies and quantitative research that the opposite approach will lead to better results, encouraging leaders to play favorites, stay out of meetings, and, of course, close their open doors.

Ditch traditional corporate branding to create a powerful, recognizable brand *Brand Against the Machine* offers proven and actionable steps for companies and entrepreneurs to increase their brand visibility and credibility, and to create an indispensable brand that consumers can relate to, thus becoming life-long customers. Discover the aspirational currency that makes your brand one that people want to be or want to be friends with. Learn how to be real with your audience and make strategic associations to establish credibility. *Brand Against the Machine* will help you stand out, get noticed, and be remembered. *Brand Against the Machine* is the blueprint for how to market your brand to attract better clients and stand out from the clutter that is traditional corporate branding and marketing. *Instant Positioning Method: How to instantly stand out from the crowd and position yourself as a resource, not just another service provider* *The 20/60/20 Rule: Why it's important to take a stand and why it's okay to have haters—because it creates a stronger bond with those who love you* Ditch your traditional

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corporate branding and marketing, and exchange it for something memorable. Your customers will thank you for it. The indispensable classic on marketing by the bestselling author of Tribes and Purple Cow. Legendary business writer Seth Godin has three essential questions for every marketer: “What’s your story?” “Will the people who need to hear this story believe it?” “Is it true?” All marketers tell stories. And if they do it right, we believe them. We believe that wine tastes better in a \$20 glass than a \$1 glass. We believe that an \$80,000 Porsche is vastly superior to a \$36,000 Volkswagen that’s virtually the same car. We believe that \$225 sneakers make our feet feel better—and look cooler—than a \$25 brand. And believing it makes it true. As Seth Godin has taught hundreds of thousands of marketers and students around the world, great marketers don’t talk about features or even benefits. Instead, they tell a story—a story we want to believe, whether it’s factual or not. In a world where most people have an infinite number of choices and no time to make them, every organization is a marketer, and all marketing is about telling stories. Marketers succeed when they tell us a story that fits our worldview, a story that we intuitively embrace and then share with our friends. Think of the Dyson vacuum cleaner, or Fiji water, or the iPod. But beware: If your stories are inauthentic, you cross the line from fib to fraud. Marketers fail when they are selfish and scurrilous, when they abuse the tools of their trade and make the world worse. That’s a lesson learned the hard way by telemarketers, cigarette companies, and sleazy politicians. But for the rest of us, it’s time to embrace the power of the story. As Godin writes, “Stories make it easier to understand the world. Stories are the only way we know to spread an idea. Marketers didn’t invent storytelling. They just perfected it.”

For the rising number of free spirits seeking inspiration and a road map to leave their safe but soul-crushing day jobs and

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chase their dreams, real-life Wildpreneur Tamara Jacobi shares her insights on what it takes to successfully make the leap. Wildpreneurs illuminates how surf guides, ski builders, yoga and wellness instructors, environmental activists, nature lovers, food trucks, podcasters, artisans, and other creatives achieve an adventurous lifestyle and financial viability. Whether you're stuck in the nine-to-five grind, are an enterprising college grad, a dynamic retiree, a family of daydreamers, or are just an out-of-the-box thinker, it's time to embrace your free spirit and become a Wildpreneur! The possibilities are infinite . . . Tamara Jacobi understands the challenge and reward of turning your passion into a business. Over ten years ago, she and her family started the Tailwind Jungle Lodge, a treehouse style eco-lodge in the jungle on the Mexican Pacific coastline. Jacobi shares the lessons she has learned, alongside stories and wisdom from other Wildpreneurs, revealing the joys and realities of making their business dreams come true. In this wild guide you'll Access a practical blueprint for starting and managing an unconventional business. Receive the support needed to stay on track with what can be a difficult path filled with unexpected challenges and is absolutely worth it in the end. Gain insights into the world of Wildpreneurship, its characters, and the lifestyle that is within anyone's grasp, if they want it badly enough. Discover an alternative to living on autopilot, an opportunity to move beyond fear, come alive, and tune into inspiration while also making a living. Let Wildpreneurs help you blaze the path to your own journey of meaning, purposefulness, and adventure—and start living the life of your dreams.

A popular minister recounts his zealous early life pursuit of the Christian life and his experiences of emptiness and spiritual detachment, tracing his quest to connect with a God he perceived as distant.

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Your guide to becoming an explanation specialist. You've done the hard work. Your product or service works beautifully - but something is missing. People just don't see the big idea - and it's keeping you from being successful. Your idea has an explanation problem. The Art of Explanation is for business people, educators and influencers who want to improve their explanation skills and start solving explanation problems. Author Lee LeFever is the founder of Common Craft, a company known around the world for making complex ideas easy to understand through short animated videos. He is your guide to helping audiences fall in love with your ideas, products or services through better explanations in any medium. You will learn to: Plan: Learn explanation basics, what causes them to fail and how to diagnose explanation problems. Package: Using simple elements, create an explanation strategy that builds confidence and motivates your audience. Present: Produce remarkable explanations with visuals and media. The Art of Explanation is your invitation to become an explanation specialist and see why explanation is now a fundamental skill for professionals. This guide from New York Times bestselling author Donald Miller, is a must-have for any marketing professional or small business owner who wants grow their business. It will teach you how to create and implement a sales funnel that will increase traffic and drive sales. Every day, your company is losing sales simply because you do not have a clear path to attract new customers. You're not alone. Based on proven principles from Building a StoryBrand , this 5-part checklist is the ultimate resource for marketing professionals and business owners as they cultivate a sales funnel that flows across key

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customer touchpoints to effectively develop, strengthen, and communicate their brand's story to the marketplace. In this book, you will learn: The three stages of customer relationships. How to create and implement the one marketing plan you will never regret. How to develop a sales funnel that attracts the right customers to your business. The power of email and how to create campaigns that result in customer traffic and a growth in brand awareness. The keys to wireframing a website that commands attention and generates conversions. The inability to attract and convert new customers is costing business owners valuable opportunities to grow their brand. This prevents companies, both big and small, from making the sales that are crucial to their survival. With Marketing Made Simple, you will learn everything you need to know to take your business to the next level.

Would you like to grow revenue faster? Whether you own a company, lead a sales team, or work in marketing, we all share the same goal: revenue growth. Unfortunately, many companies are not growing as fast as they could be. You are running marketing campaigns. Your sales team is making calls. What's keeping you from growing faster? Every company has a Revenue Growth Engine. This is the sum of their sales and marketing efforts. The problem is that most engines are not firing on all cylinders. There may even be important cylinders

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missing. The good news is that when your Revenue Growth Engine is performing with all cylinders firing, you accelerate revenue growth! In this book, you will quickly discover which parts of your company's growth engine are not performing. You will find a big picture model for aligning marketing and sales to drive growth. Then, Darrell walks you step by step through how to improve each component of your growth engine.

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. By reading this summary, you will discover the importance of storytelling and the implementation of a scenario to facilitate the growth of your company, both for your external (customers) and internal (employees) communication. You will also discover : why it is essential to work on the scenario of your company; how to make your marketing more effective; how to elaborate your scenario; what to do once your scenario is established; how to make your business grow. For many business owners and employees, it is sometimes difficult to express in one simple sentence the purpose and value proposition of their business. Captivating customers and especially potential prospects is essential to ensure prosperity and growth. Donald Miller proposes you to implement the Storybrand 7 or SB7 method. By working through the seven steps of your scenario,

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you will be able to better promote your company and increase your sales. What are you waiting for to become an outstanding narrator? *Buy now the summary of this book for the modest price of a cup of coffee!

Effectively select, align and manage digital channels and operations using this second edition of the bestselling guide, *Digital Marketing Strategy*. This accessible, step-by-step framework enables the planning, integration and measurement of each digital platform and technique, all tailored to achieve overarching business objectives. Ranging from social media, SEO, content marketing and user experience, to customer loyalty, automation and personalization, this edition features cutting edge updates on marketing automation, messaging and email, online and offline integration, the power of technologies such as AI, plus new data protection and privacy strategies. Accompanied by downloadable templates and resources, *Digital Marketing Strategy* is an ideal road map for any marketer to streamline a digital marketing strategy for measurable, optimized results. Online resources include lecture slides, activity sheets, practical implementation guides and templates, which will be regularly updated to equip readers as digital marketing continues to evolve.

THE BRAND GAP is the first book to present a unified theory of brand-building. Whereas most

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books on branding are weighted toward either a strategic or creative approach, this book shows how both ways of thinking can unite to produce a “charismatic brand”—a brand that customers feel is essential to their lives. In an entertaining two-hour read you’ll learn:

- the new definition of brand
- the five essential disciplines of brand-building
- how branding is changing the dynamics of competition
- the three most powerful questions to ask about any brand
- why collaboration is the key to brand-building
- how design determines a customer’s experience
- how to test brand concepts quickly and cheaply
- the importance of managing brands from the inside

From the back cover: Not since McLuhan’s *THE MEDIUM IS THE MESSAGE* has a book compressed so many ideas into so few pages. Using the visual language of the boardroom, Neumeier presents the first unified theory of branding—a set of five disciplines to help companies bridge the gap between brand strategy and customer experience. Those with a grasp of branding will be inspired by the new perspectives they find here, and those who would like to understand it better will suddenly “get it.” This deceptively simple book offers everyone in the company access to “the most powerful business tool since the spreadsheet.”

The seventh edition of the pioneering guide to generating attention for your idea or business,

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packed with new and updated information In the Digital Age, marketing tactics seem to change on a day-to-day basis. As the ways we communicate continue to evolve, keeping pace with the latest trends in social media, the newest online videos, the latest mobile apps, and all the other high-tech influences can seem an almost impossible task. How can you keep your product or service from getting lost in the digital clutter? The seventh edition of *The New Rules of Marketing and PR* provides everything you need to speak directly to your audience, make a strong personal connection, and generate the best kind of attention for your business. An international bestseller with more than 400,000 copies sold in twenty-nine languages, this revolutionary guide gives you a proven, step-by-step plan for leveraging the power of technology to get your message seen and heard by the right people at the right time. You will learn the latest approaches for highly effective public relations, marketing, and customer communications—all at a fraction of the cost of traditional advertising! The latest edition of *The New Rules of Marketing & PR* has been completely revised and updated to present more innovative methods and cutting-edge strategies than ever. The new content shows you how to harness AI and machine learning to automate routine tasks so you can focus on marketing and PR strategy. Your life is already AI-assisted. Your marketing should be too!

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Still the definitive guide on the future of marketing, this must-have resource will help you: Incorporate the new rules that will keep you ahead of the digital marketing curve Make your marketing and public relations real-time by incorporating techniques like newsjacking to generate instant attention when your audience is eager to hear from you Use web-based communication technologies to their fullest potential Gain valuable insights through compelling case studies and real-world examples Take advantage of marketing opportunities on platforms like Facebook Live and Snapchat The seventh edition of *The New Rules of Marketing and PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly* is the ideal resource for entrepreneurs, business owners, marketers, PR professionals, and managers in organizations of all types and sizes.

The 2020 Porchlight Marketing & Sales Book of the Year The cofounder and chief branding officer of Red Antler, the branding and marketing company for startups and new ventures, explains how hot new brands like Casper, Allbirds, Sweetgreen, and Everlane build devoted fan followings right out of the gate. We're in the midst of a startup revolution, with new brands popping up every day, taking over our Instagram feeds and vying for our affection. Every category is up for grabs, and traditional brands are seeing their businesses erode as hundreds of small

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companies encroach on their territory, each hoping to become the next runaway success. But it's not enough to have a great idea, or a cool logo. Emily Heyward founded Red Antler, the Brooklyn based brand and marketing company, to help entrepreneurs embed brand as a driver of business success from the beginning. In *Obsessed*, Heyward outlines the new principles of what it takes to build and launch a brand that has people queuing up to buy it on opening day. She takes you behind the scenes of the creation of some of today's hottest new brands, showing you:

- How Casper was able to upend the mattress industry by building a beloved brand where none had existed before
- How the dating app Hinge won a fanatical user base and great word-of-mouth with the promise that the app was "designed to be deleted"
- Why luggage startup Away, now valued at \$1.4 billion, could build their brand around love of travel by launching with just one product--a hard-shell carry-on suitcase--rather than a whole range of luggage offerings.

Whether you're starting a new business, launching a new product line, or looking to refresh a brand for a new generation of customers, *Obsessed* shows you why the old rules of brand-building no longer apply, and what really works for today's customers.

This is the road map to a seven-figure business . . . in one year or less The word "entrepreneur" is today's favorite buzzword, and any aspiring business

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owner has likely encountered an overwhelming number of so-called "easy paths to success." The truth is that building a real, profitable, sustainable business requires thousands of hours of commitment, grit, and hard work. It's no wonder why more than half of new businesses close within six years of opening, and fewer than 5 percent will ever earn more than \$1 million annually. 12 Months to \$1 Million condenses the startup phase into one fast-paced year that has helped hundreds of new entrepreneurs hit the million-dollar level by using an exclusive and foolproof formula. By cutting out the noise and providing a clear and proven plan, this roadmap helps even brand-new entrepreneurs make decisions quickly, get their product up for sale, and launch it to a crowd that is ready and waiting to buy. This one-year plan will guide you through the three stages to your first \$1 million:

- **The Grind (Months 0-4):** This step-by-step plan will help you identify a winning product idea, target customers that are guaranteed to buy, secure funding, and take your first sale within your first four months.
- **The Growth (Months 5 - 8):** Once you're in business, you will discover how to use cheap and effective advertising strategies to get your product to at least 25 sales per day, so you can prove you have a profitable business.
- **The Gold (Months 9-12):** It's time to establish series of products available for sale, until you are averaging at least 100 sales per day, getting

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you closer to the million-dollar mark every single day. Through his training sessions at Capitalism.com, Ryan Daniel Moran has helped new and experienced entrepreneurs launch scalable and sustainable online businesses. He's seen more than 100 entrepreneurs cross the seven-figure barrier, many of whom go on to sell their businesses. If your goal is to be a full-time entrepreneur, get ready for one chaotic, stressful, and rewarding year. If you have the guts to complete it, you will be the proud owner of a million-dollar business and be in a position to call your own shots for life.

Think you know your customers? You better be more assured than just thinking you do, because your success depends on it! The best companies in the world first research exhaustively what their customers desire, and then they deliver it in memorable and deeply human experiences--resulting in success previously believed to be unachievable. So once again, how well do you know your customers? In a hyperconnected economy that is radically changing consumer expectations, this vital expectation for any successful business is not always easy. But in *What Customers Crave*, author and business strategist Nicholas Webb simplifies this critical task into being able to confidently answer two questions: What do your customers love? What do they hate? Jam-packed with tools and examples, this must-have resource helps businesses reinvent how they engage with customers (both physical and virtual). Learn how to:

- Gain invaluable insights into who your customers are and what they care about
- Use listening posts and Contact Point Innovation to refine customer types
- Engineer experiences for each micromarket that are not only exceptional, but

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insanely relevant• Connect across the five most important touchpoints• Co-create with your customers• And more!It's time to reinvent the ways you engage with your customers. Because when you learn to provide for them exactly what they want, they not only bring along their wallets but those belong to their friends as well!

In Building a StoryBrand: Clarify Your Message So Customers Will Listen (2017), author and StoryBrand CEO Donald Miller argues that companies flounder not because they lack quality wares, but, rather, because they fail to create clear, engaging messaging that draws in consumers. Businesses flourish when they are direct about how products will improve the lives of customers... Purchase this in-depth summary to learn more.

Most business owners are blindly guessing at their social media strategy, and it's costing them time and money. Based on Donald Miller's bestselling book Building a StoryBrand, Claire Diaz-Ortiz applies the seven principles of the StoryBrand Framework to help you build an effective, long-lasting social media plan for your brand. Social Media Success for Every Brand teaches readers how to incorporate the StoryBrand 7-Part Framework into their social media channels to increase engagement and see better results. Readers will understand exactly what they need to do with their social media to drive growth to their organization through the practical guidance of the five-point SHARE model: STORY HOW AUDIENCE REACH EXCELLENCE Social Media Success for Every Brand does not require the reader to be familiar with Building a StoryBrand but provides enough foundation to prepare the reader for practical success with their social media content. Together with the StoryBrand Framework, Claire's SHARE model will help boost customer engagement and grow the organization's brand awareness and revenues.

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An Easy to Digest Summary Guide... ??BONUS MATERIAL AVAILABLE INSIDE?? The Mindset Warrior Summary Guides, provides you with a unique summarized version of the core information contained in the full book, and the essentials you need in order to fully comprehend and apply. Maybe you've read the original book but would like a reminder of the information? ? Maybe you haven't read the book, but want a short summary to save time? ? Maybe you'd just like a summarized version to refer to in the future? ? In any case, The Mindset Warrior Summary Guides can provide you with just that. Lets get Started. Download Your Book Today.. NOTE: To Purchase the "Building a StoryBrand"(full book); which this is not, simply type in the name of the book in the search bar of your bookstore.

#1 Wall Street Journal Bestseller Instant New York Times Bestseller A game-changing approach to marketing, sales, and advertising. Seth Godin has taught and inspired millions of entrepreneurs, marketers, leaders, and fans from all walks of life, via his blog, online courses, lectures, and bestselling books. He is the inventor of countless ideas that have made their way into mainstream business language, from Permission Marketing to Purple Cow to Tribes to The Dip. Now, for the first time, Godin offers the core of his marketing wisdom in one compact, accessible, timeless package. This is Marketing shows you how to do work you're proud of, whether you're a tech startup founder, a small business owner, or part of a large corporation. Great marketers don't use consumers to solve their company's problem; they use marketing to solve other people's problems. Their tactics rely on empathy, connection, and emotional labor instead of attention-stealing ads and spammy email funnels. No matter what your product or service, this book will help you reframe how it's presented to the world, in order to meaningfully connect with people who want it. Seth employs his signature

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blend of insight, observation, and memorable examples to teach you: * How to build trust and permission with your target market. * The art of positioning--deciding not only who it's for, but who it's not for. * Why the best way to achieve your goals is to help others become who they want to be. * Why the old approaches to advertising and branding no longer work. * The surprising role of tension in any decision to buy (or not). * How marketing is at its core about the stories we tell ourselves about our social status. You can do work that matters for people who care. This book shows you the way.

Why are some products and ideas talked about more than others? Why do some articles make the most emailed list? Why do some YouTube videos go viral? Word-of-mouth. Whether through face-to-face conversations, emails from friends, or online product reviews, the information and opinions we get from others have a strong impact on our own behaviour. Indeed, word-of-mouth generates more than two times the sales of paid advertising and is the primary factor behind 20-50% of all purchasing decisions. It is between 8.5 and 30 times more effective than traditional media. But want to know the best thing about word-of-mouth? It's available to everyone. Whether you're a Fortune 500 company trying to increase sales, a corner restaurant trying to raise awareness, a non-profit trying to fight obesity, or a newbie politician running for city council, word-of-mouth can help you succeed. And you don't have to have millions of dollars to spend on an advertising budget. You just have to get people to talk. The challenge, though, is how to do that. This book will show you how.

There are four roles we play in life--Victim, Villain, Hero, and Guide. New York Times bestselling author Donald Miller teaches us how to recognize when we are playing the Victim or the Villain and how to shift to become the Hero or the

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Guide. In his mid-20s, Donald Miller was lost. He was overweight and poor as a broken piggy bank. Lamenting the cards he was dealt, Donald was allowing himself to be a victim of circumstance. He knew something had to change. Standing in front of the mirror, he took responsibility for the choices he was making, beginning the transition from playing the victim to playing the hero in his life and finding the fulfillment he was searching for. In this book, Donald shares the correlation between owning your life and finding more enjoyment in everything you do. He lays out the transformational, yet practical plan that took him from slowly losing sight of all his goals to rapidly gaining a new perspective of his own life's beauty and meaning, igniting his motivation, passion, and productivity. The lessons in this book will teach you: How to get on track and stay on track, How to create a simple life plan that will bring clarity and meaning to your goals ahead How to take control of your life by choosing to be the hero in your story. The significance of the four roles we all play in life--Victim, Villain, Hero, and Guide--and what it means to play each of them. How to take action, make life changes, and achieve the goals you set for your life and career. Donald Miller will help you see all the options you have of being the hero in your own life, and then help you develop your own unique plan to get there.

A groundbreaking women's leadership expert and popular conference speaker gives women the practical skills to voice and implement the changes they want to see—in themselves and in the world In her coaching and programs for women, Tara Mohr saw how women were "playing small" in their lives and careers, were frustrated by it, and wanted to "play bigger." She has devised a proven way for them to achieve their dreams by playing big from the inside out. Mohr's work helping women play bigger has earned acclaim from the likes of Maria Shriver and Jillian Michaels, and has been featured

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on the Today show, CNN, and a host of other media outlets. Sheryl Sandberg's Lean In gave many women new awareness about what kinds of changes they need to make to become more successful; yet most women need help implementing them. In the tradition of Brené Brown's Daring Greatly, Playing Big provides real, practical tools to help women quiet self-doubt, identify their callings, "unhook" from praise and criticism, unlearn counterproductive good girl habits, and begin taking bold action. While not all women aspire to end up in the corner office, every woman aspires to something. Playing Big fills a major gap among women's career books; it isn't just for corporate women. The book offers tools to help every woman play bigger—whether she's an executive, community volunteer, artist, or stay-at-home mom. Thousands of women across the country have been transformed by Mohr's program, and now this book makes the ideas and practices available to everyone who is ready to play big.

This book is for everyone who needs to write copy that sells — including copywriters, freelancers, and entrepreneurs. Writing copy that sells without seeming "salesy" can be tough, but is an essential skill. How To Write Copy That Sells supplies specific copywriting techniques for everything from email marketing, web sites, and social media, to traditional media ads and direct mail.

NATIONAL BESTSELLER • An award-winning psychologist reveals the hidden power of our inner voice and shows how to harness it to combat anxiety, improve physical and mental health, and deepen our relationships with others. "A masterpiece."—Angela Duckworth, bestselling author of Grit • Malcolm Gladwell, Susan Cain, Adam Grant, and Daniel H. Pink's Next Big Idea Club Winter 2021 Winning Selection One of the best new books of the year—The Washington Post, BBC, USA Today, CNN Underscored, Shape, Behavioral

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Scientist, PopSugar • Kirkus Reviews, Publishers Weekly, and Shelf Awareness starred reviews Tell a stranger that you talk to yourself, and you're likely to get written off as eccentric. But the truth is that we all have a voice in our head. When we talk to ourselves, we often hope to tap into our inner coach but find our inner critic instead. When we're facing a tough task, our inner coach can buoy us up: Focus—you can do this. But, just as often, our inner critic sinks us entirely: I'm going to fail. They'll all laugh at me. What's the use? In *Chatter*, acclaimed psychologist Ethan Kross explores the silent conversations we have with ourselves. Interweaving groundbreaking behavioral and brain research from his own lab with real-world case studies—from a pitcher who forgets how to pitch, to a Harvard undergrad negotiating her double life as a spy—Kross explains how these conversations shape our lives, work, and relationships. He warns that giving in to negative and disorienting self-talk—what he calls “chatter”—can tank our health, sink our moods, strain our social connections, and cause us to fold under pressure. But the good news is that we're already equipped with the tools we need to make our inner voice work in our favor. These tools are often hidden in plain sight—in the words we use to think about ourselves, the technologies we embrace, the diaries we keep in our drawers, the conversations we have with our loved ones, and the cultures we create in our schools and workplaces. Brilliantly argued, expertly researched, and filled with compelling stories, *Chatter* gives us the power to change the most important conversation we have each day: the one we have with ourselves.

Talk Triggers is the definitive, practical guide on how to use bold operational differentiators to create customer conversations, written by best-selling authors and marketing experts Jay Baer and Daniel Lemin. Word of mouth is directly

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responsible for 19% of all purchases, and influences as much as 90%. Every human on earth relies on word of mouth to make buying decisions. Yet even today, fewer than 1% of companies have an actual strategy for generating these crucial customer conversations. Talk Triggers provides that strategy in a compelling, relevant, timely book that can be put into practice immediately, by any business. The key to activating customer chatter is the realization that same is lame. Nobody says "let me tell you about this perfectly adequate experience I had last night." The strategic, operational differentiator is what gives customers something to tell a story about. Companies (including the 30+ profiled in Talk Triggers) must dare to be different and exceed expectations in one or more palpable ways. That's when word of mouth becomes involuntary: the customers of these businesses simply MUST tell someone else. Talk Triggers contains:

- Proprietary research into why and how customers talk
- More than 30 detailed case studies of extraordinary results from Doubletree Hotels by Hilton and their warm cookie upon arrival, The Cheesecake Factory and their giant menu, Five Guys Burgers and their extra fries in the bag, Penn & Teller and their nightly meet and greet sessions, and a host of delightful small businesses
- The 4-5-6 learning system (the 4 requirements for a differentiator to be a talk trigger; the 5 types of talk triggers; and the 6-step process for creating talk triggers)
- Surprises in the text that are (of course) word of mouth propellants

Consumers are wired to discuss what is different, and ignore what is average. Talk Triggers not only dares the reader to differentiate, it includes the precise formula for doing it. Combining compelling stories, inspirational examples, and practical how-to, Talk Triggers is the first indispensable book about word of mouth. It's a book that will create conversation about the power of conversation.

"5 Voices helps leaders know themselves to lead their team.

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By discovering your voice and the voices of those around you, you will learn how to connect, communicate, and lead every kind of team member. The 5 Voices of Leadership are: 1. the Pioneer: focused of future vision and how to win 2. the Connector: focused on relational networks, communication, collaboration 3. the Creative: focused on future, organizational integrity, social conscience 4. the Guardian: focused on tradition, money, and resources 5. the Nurturer: focused on people, values, relationships"--

Explains how businesses can better connect with their customers through the use of a simplified brand message, one that fosters ease of understanding on websites, in brochures, and on social media.

"A terrific and timely book that makes a compelling case for fundamentally rethinking how your business communicates. Recommended!" —Jay Baer, founder of Convince & Convert and author of Hug Your Haters "Once upon a time, storytelling was confused with talking at people. Not anymore. Shane and Joe are your narrators in a journey that will transform how you talk to other human beings to be more believable, relevant, compelling and unforgettable." —Brian Solis, experience architect, digital anthropologist, best-selling author "Shane Snow and Joe Lazauskas spend the overwhelming majority of their time thinking, writing, and theorizing about brand storytelling - so you don't have to. They're smart and they know this topic inside out (and sideways). Read their book. While I can't guarantee you'll rise to Shane and Joe's ridiculously obsessive level, you will be infinitely better prepared to tell your own brand's story. Promise!" —Rebecca Lieb, Analyst, Author & Advisor "The Contently team understands the power of story, and how to craft and spread a great narrative, like no other. In an era where brand, design, and mission are a competitive advantage for every business, Contently underscores the

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importance of stories and how they transform companies and industries." —Scott Belsky, Entrepreneur, Investor, & Author (Founder of Behance, bestselling author of Making Ideas Happen) "I can't think of a better way to illustrate the power of story telling than by telling great stories. This book should be required reading not just by those with content in their titles, but by anyone in Marketing AND Sales. Then, when you're done, give it to your CEO to read... but make sure you get it back, because I guarantee you'll refer to it more than once." —Shawna Dennis, Senior Marketing Leader "Neuroscience, algorithms, illustrations, personal anecdotes and good, old-fashioned empathy: This entertaining and informative tome journeys to the core of how we communicate and pushes us, as marketers and humans, to do it better, "speeding the reader through and leaving us wanting more." —Ann Hynek, VP of global content marketing at Morgan Stanley Transform your business through the power of storytelling. Content strategists Joe Lazauskas and Shane Snow offer an insider's guide to transforming your business—and all the relationships that matter to it—through the art and science of telling great stories. Smart businesses today understand the need to use stories to better connect with the people they care about. But few know how to do it well. In *The Storytelling Edge*, the strategy minds behind Contently, the world renowned content marketing technology company, reveal their secrets that have helped award-winning brands to build relationships with millions of advocates and customers. Join as they dive into the neuroscience of storytelling, the elements of powerful stories, and methodologies to grow businesses through engaging and accountable content. With *The Storytelling Edge* you will discover how leaders and workers can craft the powerful stories that not only build brands and engage customers, but also build relationships and make people care—in work and in life.

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Your Sales Funnel Has a Fatal Flaw The sales funnel was invented over a century ago. No wonder it's not working like it used to! How can you drive company revenue in an age when customers hold all the power, the lines between sales and marketing have blurred, and business disruption is the norm? From the authors of *Fire Your Sales Team Today!* comes another industry redefining guide to business success in the 21st century: *Smash the Funnel*. Discover how to create an entirely new revenue strategy, whether your buyer is a corporation or consumer, an enterprise or entrepreneur. Finally a go-to guide to creating and publishing the kind of content that will make your business thrive. *Everybody Writes* is a go-to guide to attracting and retaining customers through stellar online communication, because in our content-driven world, every one of us is, in fact, a writer. If you have a web site, you are a publisher. If you are on social media, you are in marketing. And that means that we are all relying on our words to carry our marketing messages. We are all writers. Yeah, but who cares about writing anymore? In a time-challenged world dominated by short and snappy, by click-bait headlines and Twitter streams and Instagram feeds and gifs and video and Snapchat and YOLO and LOL and #tbt. . . does the idea of focusing on writing seem pedantic and ordinary? Actually, writing matters more now, not less. Our online words are our currency; they tell our customers who we are. Our writing can make us look smart or it can make us look stupid. It can make us seem fun, or warm, or competent, or trustworthy. But it can also make us seem humdrum or discombobulated or flat-out boring. That means you've got to choose words well, and write with economy and the style and honest empathy for your customers. And it means you put a new value on an often-overlooked skill in content marketing: How to write, and how to tell a true story really, really well. That's true whether you're writing a listicle or the words on a

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Slideshare deck or the words you're reading right here, right now... And so being able to communicate well in writing isn't just nice; it's necessity. And it's also the oft-overlooked cornerstone of nearly all our content marketing. In *Everybody Writes*, top marketing veteran Ann Handley gives expert guidance and insight into the process and strategy of content creation, production and publishing, with actionable how-to advice designed to get results. These lessons and rules apply across all of your online assets — like web pages, home page, landing pages, blogs, email, marketing offers, and on Facebook, Twitter, LinkedIn, and other social media. Ann deconstructs the strategy and delivers a practical approach to create ridiculously compelling and competent content. It's designed to be the go-to guide for anyone creating or publishing any kind of online content — whether you're a big brand or you're small and solo. Sections include: How to write better. (Or, for "adult-onset writers": How to hate writing less.) Easy grammar and usage rules tailored for business in a fun, memorable way. (Enough to keep you looking sharp, but not too much to overwhelm you.) Giving your audience the gift of your true story, told well. Empathy and humanity and inspiration are key here, so the book covers that, too. Best practices for creating credible, trustworthy content steeped in some time-honored rules of solid journalism. Because publishing content and talking directly to your customers is, at its heart, a privilege. "Things Marketers Write": The fundamentals of 17 specific kinds of content that marketers are often tasked with crafting. Content Tools: The sharpest tools you need to get the job done. Traditional marketing techniques are no longer enough. *Everybody Writes* is a field guide for the smartest businesses who know that great content is the key to thriving in this digital world.

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