

BrandED: Tell Your Story, Build Relationships, And Empower Learning

Use a proven scoring system to decide if your brand is ready to stretch, avoid catastrophic failures, know how to get your brand ready to expand and extend if it scores badly and build on your brand's strengths if it scores well.

*From the bestselling authors of *The Power of Visual Storytelling* comes the highly anticipated follow-up, *The Laws of Brand Storytelling*—the definitive quick-reading rulebook for how to use the power of storytelling to win over customers' hearts, minds, and long-term loyalty. We have been sharing stories from the beginning of human civilization—for good reason. Stories captivate our attention and build communities by bringing ideas, emotions, and experiences to life in a memorable way. This is proving to be an increasingly potent strategy in the era of the connected digital consumer. With consumers more empowered than ever before, your brand isn't what you say it is anymore, it is what consumers say it is. As a result, capturing customers' hearts and minds today requires businesses to prioritize emotional connections with customers, to be in the moment, having authentic conversations, to share relevant, inspiring stories that move and motivate people to take action. How? By following these laws: •The Protagonist Laws: Know Who You Are•The Strategy Laws: Understand Your Goals•The Discovery Laws: Find Your Story•The Story-Making Laws: Craft Your Story•The Channel Laws: Share Your Story•The Laws of Engagement: Engage with Your Communities Packed with inspiring tips, strategies, and stories from two leading marketing innovators, *The Laws of Brand Storytelling* shows business leaders and marketing professionals the power storytelling has to positively impact and differentiate your business, attract new customers, and inspire new levels of brand advocacy. The authors lay down the law—literally—for readers through a compelling step-by-step process of defining who you are as a brand, setting a clear strategy, sourcing the best stories for your business, and crafting and delivering compelling narratives for maximum effect. Win your customers' hearts and minds, and you win their business and their loyalty.*

BrandED*Tell Your Story, Build Relationships, and Empower Learning* John Wiley & Sons

A common problem in marketing is what a brand says in advertising isn't always what customers and employees experience. This book shows you how to align your marketing efforts with the purpose of your brand. Too many companies depend on marketing tactics that don't match the needs and concerns of their customers, or embrace messaging and causes that don't connect. Authenticity is an anti-gimmick business book. It prescribes clear strategies that enable companies to communicate in a more genuine, emotional way. Authors Mark Toft, Jay Sunny, and Rich Taylor provide a series of approaches to help embrace and communicate the purpose of your brand with effectiveness. Whether you're a business executive who wants to be more persuasive or an advertising professional looking to grow your brand, this book combines the authors' successful experiences at top agencies into practical advice that can work for anyone in any business. Readers will learn the importance of purpose and conflict in marketing activities, how to approach advertising with clarity and passion, and how to plan content while avoiding the false allure of aspirational advertising and insincere corporate social responsibility. Inauthentic messaging can often spell failure for a business, but the company that tells a genuine, compelling story to its clients is the one that succeeds. Supports reading in small doses through short, provocative chapters Offers refreshed principles and strategies to help reveal or recover authenticity in your branding, messaging, advertising, and marketing Roots advice in over five decades of combined business and marketing experiences producing award-winning campaigns Provides examples and analysis of brands that align marketing with their genuine purposes Relates surprising and commonsense wisdom in an engaging style, free of business jargon

Brand Storytelling

Build Your Own Brand

Win—and Keep—Your Customers' Hearts and Minds

Storytelling In Business

The Moral of the Story

Branding

Telling Your School's Story

StoryBranding

What is your brand? As a designer your success depends on how you brand yourself and the service you provide. This book will help you explore, develop, distill, and determine a distinctive brand essence, differentiate yourself, and create your visual identity. Build Your Own Brand is a guided journal designed to help you sketch, write, design, and conceive the way you brand yourself. More than 80 prompts and exercises will help you develop your: Personal brand essence Visual identity and style Resume and elevator pitch and much more! Whether you're trying to land a new job or launch a design business, let this unique guide light the way. You'll find helpful advice, interviews, and prompts from esteemed psychologists, creative directors, brand strategists, designers, artists, and experts from a variety of disciplines. Build your own brand today!

"This should be the next book you read. Urgent, leveraged and useful, it will change your business like nothing else." SETH GODIN —Author *The Icarus Deception*
It's not how good you are. It's how well you tell your story. Big corporations might have huge marketing and advertising budgets but you've got a story. Your brand story isn't just what you tell people. It's what they believe about you based on the signals your brand sends. The Fortune Cookie Principle is a brand building framework and communication strategy consisting of 20 keys that enable you to begin telling your brand's story from the inside out. It's the foundation upon which you can differentiate your brand and make emotional connections with the kind of clients and customers you want to serve. The most successful brands in the world don't behave like commodities and neither should you. A great brand story will make you stand out, increase brand awareness, create customer loyalty and power profits. Isn't it time to give your customers a story to tell? The Fortune Cookie Principle will show you how. ADVANCE PRAISE FOR THE FORTUNE COOKIE PRINCIPLE "It's so easy to overcomplicate what great brands and new businesses need to do to resonate with their consumers. The simple

questions asked in this book help you to de-mystify that process. It encourages you to think beyond what you do to why you do it and why that matters to your customers. Had this been available when I was driving Sales and Marketing Capabilities in my past corporate life at Cadbury Schweppes, this would have been recommended reading. Now I'm an entrepreneur I simply apply these principles each and every day." Wendy Wilson Bett—Co-Founder Peter's Yard "Yes, you need a great product, but without a compelling story, success is improbable. The 'Fortune Cookie Principle' is an easy-to-read guide that will help any marketer or business owner begin to ask the right questions about the stories they tell. Bernadette includes dozens of examples and questions to get your storytelling ship in the right order. Let's face it...telling compelling stories to attract and retain customers is not easy. Most brand marketers are not great storytellers. This book will give you a new perspective on your marketing, and help you move from talking about yourself to talking about things your customers actually care about. Then, and only then, will your marketing actually work in today's consumer-led economy." Joe Pulizzi—Founder Content Marketing Institute "The wisdom in this book is better than any fortune. Read and apply!" Chris Guillebeau—Author \$100 Startup "This book is an inspiration. Bernadette ignites real-world experience with a true passion for helping businesses move to the next level." Mark Schaefer—Author Return on Influence "Full of inspiring stories about what makes businesses unique (and successful) in today's supersaturated markets." David Airey—Author Work For Money, Design For Love. "If you're someone who cares about why you do what you do and how you do it, this book is for you." Tina Roth Eisenberg—Founder of Tattly

If you want to discover how you can master the art of telling great stories in public, and how to create a strong and positive perception about your business or cause, then keep reading... Two manuscripts in one book: Branding: What You Need to Know About Building a Personal Brand and Growing Your Small Business Using Social Media Marketing and Offline Guerrilla Tactics Storytelling: Master the Art of Telling a Great Story for Purposes of Public Speaking, Social Media Branding, Building Trust, and Marketing Your Personal Brand Branding is a way for a business to make it to the top, plus improve its operations. It's all right if you suddenly feel overwhelmed by the almost infinite branding techniques available. Fortunately for you, this book is here to set the record straight for branding. This book comprises years of experience, written to allow a complete beginner to grasp how the most powerful companies and small businesses handle branding. In part 1 of this book, you'll: Learn how to start a branding campaign from A to Z Find out how to avoid the most common branding pitfalls Take a peek at the branding secrets of the most successful brands Discover how to determine the type of branding that's most suitable for almost any business Find new ways that allow you to integrate more than one branding method in a campaign Discover where exactly the problem is in your branding campaign Learn how to best go head-to-head with competitors when it comes to a brand war Part 2 focuses on storytelling which is important for business branding as well as for your personal development. Can you use a story that's meaningful to you to sway others? How can you find and tell stories that have an impact? Part 2 will expose the answers with effective techniques, top tools, and actionable advice. Discover... Insight and tips from 7 expert storytellers Critical elements to know when composing a story How jumping right in can diminish your story or brand's value Common myths on public speaking when storytelling How to deliver a story with all the elements needed to take your story from good to great How you can avoid the biggest mistakes in storytelling, such as misusing marketing tools Cool tricks, including immersive storytelling and expanding your medium How to achieve results in working through modern mediums to impact the future of storytelling Use this guide to storytelling as a sturdy foundation to change how you use stories. You can build solid stories to support your goals in business and life. The provided examples are from some of the world's greatest speakers, storytellers, with advice from leading experts. From bestselling authors to generation-changing motivational speakers, this book covers all the fundamentals of outstanding storytelling. It will help you deliver stories to audiences that will leave them personally affected and motivated. So if you want to master branding and storytelling, then scroll up and click the "add to cart" button! The only way forward for business success is to create a memorable brand and fix it in the consumer's mind. Branding Your Business explains the whole branding process in easy-to-follow terms. Providing practical help instead of academic theories, it explains what a brand is and what it is not, how to conduct a 'DIY' brand audit and how to use marketing NLP and psychology principles to create a powerful brand for your business. Based around the theory that a brand is the total perception a customer has about a company, its products or services, Branding Your Business will reveal what is needed to create and manage successful brands, increase profits and leave the competition standing.

Brand You Economics

Tell Your Story, Build Relationships, and Empower Learning

How a Social Business Strategy Enables Better Content, Smarter Marketing, and Deeper Customer Relationships

Storytelling For Financial

Telling Your Story in the Age of Brands and Social Media

The Power of Unpopular

Building a StoryBrand

Storytelling

WINNER: NYC Big Book Award 2020 - Sales and Marketing category WINNER: The Stevie Awards 2020 - 'Book of the Year' Silver award, Women in Business category Written by the award-winning storyteller Miri Rodriguez at Microsoft, this actionable guide goes beyond content strategy and, instead, demonstrates how to leverage brand storytelling in the marketing mix to strengthen brand engagement and achieve long-term growth, with advice from brands like Expedia, Coca Cola, McDonalds, Adobe and Google. Despite understanding essential storytelling techniques, brands continue to explain how their product or service can help the customer, rather than showcasing how the customer's life has changed as a result of them. Brand Storytelling gets back to the heart of brand loyalty, consumer

behaviour and engagement as a business strategy: using storytelling to trigger the emotions that humans are driven by. It provides a step by step guide to assess, dismantle, and rebuild a brand story, shifting the brand from a 'hero' to 'sidekick' mentality, and positioning the customer as a key influencer to motivate the audience. Simplifying where to begin, how to benchmark success and ensure a consistent brand voice throughout every department, this book clearly shows how readers can align an emotive connection with the customer's personal values, experiences and aspirations, and how that will enable brand leaders, employees and influencers to celebrate and strengthen brand engagement for the long-term, rather than simply trying to win it. Clarifying why machine-learning, AI and automation only tell one side of the story, this book will inspire you with cutting edge interviews and case studies from leading brands like Expedia, Coca Cola, McDonalds, Adobe and Google, to tap into authentic brand loyalty and human connection.

Think of the last great article you read or the last great speech you heard. Chances are, if you remember one key message, you also remember one compelling story. That's because the best content starts with a story. When it comes to marketing, the best business content starts with a story the audience cares about, not the brand's message about what it wants to sell them. In Brand, Meet Story, Heather Pemberton Levy describes the Story Comes First method, a practical approach that combines techniques from journalism and fiction writing to help brands tell stories that put the readers' interests first. Whereas most brand marketers create content to sell their product, service or technology, the Story Comes First method turns this approach on its head to create content with the "human moments" that truly engage an audience. Filled with examples from Levy's experience creating content marketing programs, trade books, and hundreds of articles for a variety of B2B and B2C brands, the book shows readers a step-by-step approach to create content designed to deliver business results. Brand, Meet Story explains the key ways to uncover what your audience cares about and how to turn brand messaging into stories that matter. Levy inspires readers to develop a compelling voice that will carry the brand tone and values across all channels, and helps them turn their ideas into engaging, story-driven content their audiences will read, love, and share. Start Marketing NOW on the World's Fastest-Growing Website! You thought Facebook, YouTube, and Twitter were big? Pinterest is outpacing them all. As a marketer, you can't afford to ignore this amazing new platform. Why should you start marketing right now on Pinterest? In a word: MORE. You'll drive more traffic, get more customers, and make more money than ever! Pinterest Power provides all the tools, tips, and strategies you need to get going--right now, the right way. "Pinterest has unimaginable potential as a marketing and customer relationship building tool. In this fantastic book Jason and Karen reveal their highly effective blueprint for using it the right way. This is the guide to Pinterest that I'm having my staff read." -- JIM COCKRUM, bestselling author of Free Marketing: 101 Low and No-Cost Ways to Grow Your Business "Pinterest is one of the hottest and fastest social tools on the Internet today. It's growing faster than Facebook did, and you don't want to be left behind. Jason Miles will show you step-by-step how he uses Pinterest to make money online." -- SKIP MCGRATH, author of Three Weeks to eBay Profits

Museum and other non-profit professionals have begun to realize that the complete visitor experience is the key to repeat attendance, successful fundraising, and building audience loyalty. Taking lessons learned by successful experience-shapers in the for-profit world, Stephanie Weaver distills this knowledge for museums and other organizations which depend on visitor satisfaction for success. Is your institution welcoming? Are the bathrooms clean? Does the staff communicate well? Are there enough places to sit? These practical matters may mean more to creating a loyal following than any exhibit or program the institution develops. Weaver breaks the visitor experience down to 8 steps and provides practical guidance to museums and related institutions on how to create optimal visitor experiences for each of them. In a workshop-like format, she uses multiple examples, exercises, and resource links to walk the reader through the process.

Authenticity: Building a Brand in an Insincere Age

Distinguishing Yourself as a Published Expert

5 Steps to Creating Brand and Product Names that Sell

The Laws of Brand Storytelling: Win—and Keep—Your Customers' Hearts and Minds

Unignorable: Build your personal brand and boost your business in 30 days

A Storyteller's Guide to Helping Brands Build Relationships with People

How Your Brand Purpose and Position Drive the Stories You Share

Timeless, Tangible Principles and Tools to Build Your Brand Legacy

Praise for BrandED "A great resource for educators who want to strengthen their connections with students, teachers, parents, and the wider community. These two innovative leaders don't just capture how to tell the story of a school—they show how to create it." —Adam Grant, New York Times bestselling author of Originals and Give and Take "Every day in every one of your schools, great things happen. How does your community know? Schools that are Future Ready boldly engage their community to build relationships and empower both students and families. Powerful yet practical, BrandED is the perfect resource to help your school share its story with the world." —Thomas C. Murray, Director of Innovation, Future Ready Schools "Eric and Trish demystify what it means to brand one's school by providing eight compelling conversations that not only lead to a deeper understanding of branding, but provide relevant ways for school leaders to frame their work... . In the vast sea of information in which we currently reside, using the BrandED Leadership methods described in this book will help school leaders reach their

audiences in ways that create trusting relationships and loyalty." —Dwight Carter, Principal, New Albany High School "Disruption is the new normal. And the great disruptors of our time are shaping the culture itself in innovative ways. Eric and Trish's book BrandED sends a very compelling message to school leaders that developing and executing a smart, innovative brand strategy can disrupt the best practices' conventions of the existing school system. Like great disruptive brands from Apple to Uber, educators now have the ability to get the community engaged and immersed in the school's brand equity—and BrandED provides the roadmap for getting there." —Scott Kerr, Executive Director of Strategy and Insights, Time Inc. A brand is built around three key elements: image, promise, and result. The power of a brand to communicate all three elements is undeniable, and in today's digitally connected, social society, schools and school districts have a lot to gain by developing and promoting their own brand identities. BrandED is the groundbreaking guidebook for educators who want to enhance communication with students, parents, and stakeholders to create a transparent record of value. You know great achievements happen at your school. Unfortunately, many of those stories stop at the school doors. This hands-on guide from two rising stars in the education field, Eric Sheninger and Trish Rubin, empowers educators at all levels to take control of how the mission, values, and vision of their schools is communicated. An engaging collection of transformative conversations lead you to discover the opportunities and benefits of designing a brand for your school and sustaining a BrandED community to evangelize it. Even if you have no marketing experience, the easy-to-use framework takes you step by step through the nuances of spreading good news about your school and building relationships around those actions. Timesaving, practical advice prepares you to begin innovating at your school right away, and convenient tips and reflections at the end of each chapter make it easy to integrate the BrandED mindset and practices into your everyday routine. Become a driving force behind your school getting the recognition it deserves by: Branding yourself as your school's storyteller-in-chief and amplifier through a variety of traditional and digital tools and platforms Improving relationships with key stakeholders, developing strategic partnerships, and attracting more resources and opportunities Fostering a positive culture extending and influencing beyond the school grounds BrandED is your one-stop resource for designing and sustaining your individual brand as a leader and the brand of your school or district. Join the conversation on Twitter using #brandEDU.

The book addresses critical relational connections, specifically "professional leadership networks."

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.

Discover how you can master the art of telling great stories in public, through social media, and in real life... Can you use a story that's meaningful to you to sway others? Do you have a business that needs branding? How can you find and tell stories that have an impact? This book will expose the answers with effective techniques, top tools, and actionable advice. Discover... Insight and tips from 7 expert storytellers Critical elements to know when composing a story How jumping right in can diminish your story or brand's value Common myths on public speaking when storytelling How to deliver a story with all the elements needed to take your story from good to great How you can avoid the biggest mistakes in storytelling, such as misusing marketing tools Cool tricks, including immersive storytelling and expanding your medium How to achieve results in working through modern mediums to impact the future of storytelling Use this guide to storytelling as a sturdy foundation to change how you use stories. You can build solid stories to support your goals in business and life. The provided examples are from some of the world's greatest speakers, storytellers, with advice from leading experts. From bestselling authors to generation-changing motivational speakers, this book covers all the fundamentals of outstanding storytelling. It will help you deliver stories to audiences that will leave them personally affected and motivated. So if you want to master storytelling so you can captivate people's attention, then scroll up and click the "add to cart" button!

Ten Exercises to Help You Get Clear on the Story You Want to Tell

An Essential Guide to Brand Storytelling and Growing Your Small Business Using Social Media Marketing and Offline Guerrilla Tactics

Brands with a purpose and people with a vision

How to build your personal brand and confidence

How to Tell Your Story and Differentiate Your Brand

How to Share Your Brand's Unique Story to Engage Customers, Boost Sales, and Achieve Heartfelt Success

With Simon Middleton, The Brand Strategy Guru

HOW TO CREATE A KICK-ASS BRAND.

Lots of people want to write a book, but few people actually ever do it. Why? Because like any other major accomplishment, writing a book takes time and effort that most just can't commit to. That's also exactly why a book can distinguish you from your colleagues and open the door to otherwise impossible opportunities. This is not only a step-by-step guide to write your book, but what to do with it afterwards. This book, written by two industry experts, will tell you how to publish your book and maximize all of the benefits of being an author.

In a world where people can learn about a brand's products and services from friends, family, and other trusted sources at the touch of a screen, brands must reconsider how they interact and build relationships with people. In this insightful and instructive book on brand marketing and storytelling, advertising agency veteran and CEO Jeff Freedman shares his personal journey of discovering how successful brands build strong relationships with people. Through stories of his own personal and business experiences, Freedman guides readers on how to discover and share the moral of their story to become a brand that audiences love. The Moral of the Story is a must-read that will cause you to rethink how you represent your brand and help build lasting, authentic relationships that will enable your brand to thrive.

Content is still king—and if you're a brand marketer, you need to start thinking like a media company, too. Your Brand, The Next Media Company brings together the strategic insights, operational frameworks, and practical approaches for transforming your brand into a highly successful media company. There is a content and media surplus in the marketplace, and there is an attention deficit in the minds of consumers today. Their lives are dynamic and completely unpredictable. They are highly influential and aid their peers down the purchase funnel using organic conversations about the products they care about and the ones they don't. In order to reach these consumers, brands must create recent, relevant, and game changing content to break through the clutter and successfully change their behavior. Social business pioneer Michael Brito covers every step of the process, including: Understanding the unpredictable nature and dynamic behaviors of the social customer Deploying social business strategies that will help facilitate the change from brand to media company Building a content organization and setting the stage for transformation Creating a real-time command center that will help facilitate reactive and proactive content marketing Creating a centralized editorial team that will drive content strategy, governance, and cross-team collaboration Building the content supply chain (workflows for content ideation, creation, approval, distribution, and integration) Enabling customers and employees (brand journalists) to feed the content engine Developing your content strategy that can be executed across paid, earned, and owned media content Transitioning from "brand messaging" to a highly relevant content narrative Evaluating the content marketing vendors and software platforms vying for your business Along the way, Brito presents multiple case studies from brand leaders worldwide, including RedBull, Oreo, Tesla Motors, Burberry, Sharpie, and Pepsi—delivering specific, actionable, powerfully relevant insights you can act on to begin the transformation from brand to media company.

Corporations can no longer just worship the bottom line. Consumers and customers want to be associated with brands that align with their values. For business success today, your company needs to tell a compelling story that creates engagement, word-of-mouth, and brand loyalty. The Hook gives you a proven methodology to create a compelling narrative, then shows you how to share your story with the world and get consumers and customers to listen to and remember your message. More specifically, The Hook will teach you how story-selling can be used as an incredibly powerful instrument to: Create an emotional connection between your organization and its target market, or between a product and consumers. Generate interest, enthusiasm, and support for a person, company, or product. Demonstrate the benefits and potential of any product, service, company, or individual. Create a culture of inclusion for any company or product. Enhance staff commitment to mission and objectives. Improve the power, tone, and texture of speeches, proposals, presentations, and printed materials.

Make Your Idea Matter

The Fortune Cookie Principle

Unique

The Power of Branding

Creating Stand-Out Brands Through the Power of Story

Getting Your Personal Brand Story Straight

Master the Art of Telling a Great Story for Purposes of Public Speaking, Social Media Branding, Building Trust, and Marketing Your Personal Brand

Your Brand, The Next Media Company

Every successful brand in history is inherently unpopular with a specific demographic. Somewhere along the way, people felt they had to be popular in order to be successful, when in fact, the opposite is true. The brands playing in the space you want to dominate have already figured out the inherent power of being unpopular. In The Power of Unpopular, you'll discover the difference between flash-in-the-pan brand tactics and those designed to place you miles above the competition. Brand Personality: What's yours? Explore the importance of taking a stand and why brands become road kill without a distinct personality. Community: It's the number one thing that unpopular brands have figured out—learn how to build yours. Brand Advocacy: It knows no scale and your fans don't care how big you are. A guide for businesses on the proper care and feeding of their biggest asset. Erika Napoletano's irreverent yet never insincere tone takes readers on a colloquial and actionable journey, producing concepts that readers can immediately graft onto their existing business strategies. Complete with case studies of businesses from across the country, this is the book that couples theory with practice, creating pathways for business owners of any size and age. Change the way you do business and live your life—become unpopular.

Today's culture is more connected than any time in history, but all of this connectivity comes with a price. We live in a world that's become cluttered, distracted, and disrupted by social media, with the average person receiving as many as 5,000 messages a day in one form or another. If you're a pastor, nonprofit leader, artist, filmmaker, entrepreneur, or creative professional in this hyper-connected, highly distracted world, how do you get your unique idea, project, or vision on the radar of the people who need to respond? In Unique, Phil Cooke, a highly respected media producer and consultant, addresses both the challenges and the opportunities of branding and social media in the 21st century. If you have a vision or message to share with the world, Unique provides a blueprint to cut through the clutter, communicate your story, and impact your audience.

What's a businessperson's biggest hidden asset? His or her own true story and authenticity One's personal identity is the key to one's professional brand. In May I Have Your Attention, Please?, Chris Hilicki illustrates how everyone can be successful by applying their personal experiences to business. Using real-world examples of famous corporations, celebrities, and the guy next door, Hilicki gets readers to use their best-and often most untapped-assets to build a better personal and professional life. Complete with thought-provoking chapter questions and practical exercises that readers can immediately apply to their plans for success, this unique guide offers step-by-step strategies that help readers examine their identity, make a lasting impression, and turn it into a reputation that transforms their businesses. Chris Hilicki (Nashville, TN) is founder and Vice Chair of Dalmatian Press, one of the U.S.'s most

successful children's book companies. Formerly a scientist and now a publishing leader, she regularly speaks before industry leaders, live television audiences, and large conventions. Chris has been interviewed for Forbes, Inc., the Wall Street Journal, Southern Living, and Publishers Weekly and has appeared on television shows as an expert on building brands through the use of personal identity.

Until this book was written, the phrase "brands are stories" was merely a marketing cliché. Having delved into how stories influence our behavior, however, the author asserts that the association between stories and brands deserves far more than that stock phrase. Among the many books about branding directed toward marketing and advertising practitioners and students, none is like StoryBranding. Modeled after the way stories work, this book provides a unique planning process for creating authentic brand identities. It also reveals a number of concealed traps that other branding approaches often overlook. Drawing on the persuasive power of stories, the author argues that a great deal of wasted effort is put into creating advertising messages that do too much "telling" and too little "showing." To help brands resonate with their audiences, the author takes you step-by-step through StoryBranding's six C's—a process that shows how to approach the development of all brand communications the way story writers approach their characters, plots, and themes. He includes sample "Story Briefs" and "I AM" statements that help brands achieve a greater degree of authenticity than traditional creative or brand briefs have.

Network and Amplify your Superintendency

CoolBrands - Around the World in 80 Brands

How to Build Your Brand with a Book

Winning the Story Wars

ConnectED Leaders

Strategies, Prompts and Exercises for Marketing Yourself

BrandED

Brand, Meet Story

You don't need a marketing degree or intensive training to build an attention-grabbing brand; you just need this book - and 30 days. Simon Middleton shows you how to create, manage and communicate your brand profoundly and effectively, in just 30 days, by following 30 clear exercises. How you work through the book is up to you, the result will be the same: an authentic, compelling, and highly distinctive brand that will attract and engage customers and fans. You will learn how to: Establish your brand values and positioning Get the all-important name right Bring your brand to life Turn your customers into your advocates Manage your PR and use your marketing budget wisely Inspire your staff to live the brand too Deal with problems when something goes wrong Branding isn't about funky logos and expensive advertising. Your brand is what your company means to the world. Getting that meaning right is the most important thing you can do in business. 'Passionate and persuasive, Simon Middleton has a natural instinct for uncovering the Wow! factor in every brand.' Dawn Gibbins MBE, Veuve Clicquot Business Woman of the Year and Star of Channel 4's The Secret Millionaire

NAME YOUR BUSINESS. TELL YOUR STORY. Advertising and marketing masters from Ogilvy to Godin have proven the value of words when it comes to building a brand, attracting an audience, and making a sale. In our increasingly crowded and noisy world, a name is the foundation of every product, brand, or business—and it needs to stand out. In The Naming Book, Bullhorn Creative founder and partner Brad Flowers presents a clear framework for crafting and choosing the name that sticks. With a five-step blueprint that takes you from brainstorming to trademarking, this book is the ultimate guidebook to naming anything. You'll learn how to: Set clear goals for your name and brand before you start Craft a brainstorming list based on your business mission Build a brand unique to you by creating your own word Find the balance between "cool" and clear Narrow down your list of names with five easy tests

Trying to get your message heard? Build an iconic brand? Welcome to the battlefield. The story wars are all around us. They are the struggle to be heard in a world of media noise and clamor. Today, most brand messages and mass appeals for causes are drowned out before they even reach us. But a few consistently break through the din, using the only tool that has ever moved minds and changed behavior—great stories. With insights from mythology, advertising history, evolutionary biology, and psychology, viral storyteller and advertising expert Jonah Sachs takes readers into a fascinating world of seemingly insurmountable challenges and enormous opportunity. You'll discover how: • Social media tools are driving a return to the oral tradition, in which stories that matter rise above the fray • Marketers have become today's mythmakers, providing society with explanation, meaning, and ritual • Memorable stories based on timeless themes build legions of eager evangelists • Marketers and audiences can work together to create deeper meaning and stronger partnerships in building a better world • Brands like Old Spice, The Story of Stuff, Nike, the Tea Party, and Occupy Wall Street created and sustained massive viral buzz Winning the Story Wars is a call to arms for business communicators to cast aside broken traditions and join a revolution to build the iconic brands of the future. It puts marketers in the role of heroes with a chance to transform not just their craft but the enterprises they represent. After all, success in the story wars doesn't come just from telling great stories, but from learning to live them.

How do people like Oprah Winfrey and the Dalai Lama create massive audiences and globally recognizable brands? The key is authenticity – presenting a genuine version of yourself in person, on the stage, and across your entire online presence. But while that's easy to say, it's much harder to actually do. Written by Maggie Eyre, an internationally recognized expert in personal presence and leadership motivation, Being You will teach you everything you need to know about personal branding. Whether you are the leader of an organization or team, engaged in creative work, searching for a new career, giving an important speech or presentation, wanting to network more effectively, or lobbying for a public position, this book provides you with a complete toolkit to developing a confident personal brand – both face-to-face and online. Illustrated with stories and case studies from some of the world's biggest personal brands, Being You is practical, authoritative and inspirational. It's your definitive guide to personal branding in the 21st century.

Clarify Your Message So Customers Will Listen

How to Create Engaging Content to Win Business and Influence Your Audience

The Hook

A Guide to Building Your Brand for the Audience Who Will Love You (and why no one else matters)

Build a Better Business by Telling Your True Story

Build a Brand in 30 Days

A Compelling Guide to Discovering Your Story

Why Those Who Tell (and Live) the Best Stories Will Rule the Future

Whether it is Facebook, Instagram, Google, YouTube, email marketing, or a tactical channel to boost traffic and sales, more companies want to take shortcuts to boost their brand. These methods can pay off, but they can also hurt your brand. In fact, mistakes can be almost impossible to fix. Brand You Economics highlights what influences a brand's performance so you can determine how your brand contributes to the bottom line. Based on the author's lifetime of discovering best marketing practices, it teaches you to: - humanize your brand in seven distinct ways; - leverage the power of influencer marketing; - cultivate authentic relationships; - map the customer journey. You'll learn how to find out about your audience, tell your story, and create a strong brand. By applying the book's insights and principles, you'll be able to build a brand that will outlast your lifetime. Welcome to Brand You Economics, timeless, tangible tools and principles to ensure your brand's legacy.

The path to success is littered with great ideas poorly marketed. Don't let yours be one of them. "A little book with a very big message. Your idea is worth a great story, well told." SETH GODIN— Author of All Marketers Tell Stories Make Your Idea Matter is a call to action for entrepreneurs, emerging brands and anyone with a great idea, who knows that to stand out in today's noisy world they need to tell a better story. It is full of bite-sized business and brand storytelling ideas originally sparked on Bernadette Jiwa's award-winning business blog TheStoryofTelling.com. Use this book as both inspiration and guide to help you tell the best stories you can tell about your business, your ideas and the work that matters to you. You don't have to start on page one and work your way through, or even read it from front to back. Each topic stands on its own so dip in and out. Reawaken a thought or an idea you've already had. Spark new ones. Discover different ways of thinking about your business, what you do and how you tell your story. Then go make your idea matter. ADVANCE PRAISE FOR MAKE YOUR IDEA MATTER "Every story you tell is a choice, and the choices you make matter. For best results make the choice to read this book." CHRIS GUILLEBEAU— Author of The \$100 Startup "Make Your Idea Matter' is a book that's easy to get into and hard to escape. Full of valuable, original, engaging content. Bernadette Jiwa has been likened to 'a female Seth Godin' and I have to agree." ROBERT GERRISH— Director of Flying Solo, Australia's Micro Business Community "The most brilliant people I have known have the rare ability to distill complexity to an essence. This is what Bernadette Jiwa does for entrepreneurs in Make Your Idea Matter." MARK SCHAEFER— Author of Return on Influence & The Tao of Twitter "If I discover one useful insight in a business book, I consider the time well spent. This surprising little book delivers them in spades!" TOM ASACKER — Author of A Clear Eye for Branding "Now is your time to make a difference, your time to be the best at what you love doing, your time to use your skills to enrich not only your own life, but the lives of each and every individual you do business with. More and more small businesses are taking impressive leads in their industries, making giant multinationals look cumbersome and unfriendly in comparison. You can do the same, and the first thing on your "to do" list should be to read this book. Bernadette has written a fantastic collection of stories to inspire, to provoke, to make you think, to generate ideas, and to bring your business to the next level. It doesn't matter if your idea has been done before, because as Bernadette rightly points out, it hasn't been done by you." DAVID AIREY — Author of Logo Design Love

We travel the world, meeting people with a vision and brands with a purpose. Here are their stories...

Must-read for managers on a powerful branding tool of the future. Up-to-date cases from the business world, plenty of illustrations and easy-to-use tools. Recommended by managers of top international firms. Covers both the internal and external benefits of storytelling for a business company. Danish version sold more than 2000 copies.

Strategies for Advertising Your Business and Personal Brand

Promote Your Business, Attract Customers and Build Your Brand Through the Power of Emotion

Is Your Brand Ready to Stretch into New Categories?

Telling Your Brand Story

Storytelling about Your Brand Online & Offline

A Guide for Museums, Parks, Zoos, Gardens & Libraries

The 20 Keys to a Great Brand Story and Why Your Business Needs One

Getting clear on the story you want to tell is not an easy feat, but it's an essential part of any branding process - including personal branding - and it's more important than ever before in a world where the first impression you make might very well be online. It requires some soul searching, a lot of introspection, hard work and asking tough questions like who are you, what do you do and why do you do it. But the payoff is huge! When you're crystal clear on the story you want to tell you're on the road to a successful personal brand! It's also the place where most of us trip up. The purpose of the ten exercises in this workbook is to assist you in the process. Be forewarned this will not be easy. Some of the exercises may be more challenging than others. At times you may feel that you've already answered a question. That's done intentionally to help you really hone in on the essence of your brand story. But if you're willing to invest your time in the work, at the end you will have the information you need to get your personal brand story straight both online and offline. In order to take your career and your business where you want it to go, in order to get clear on what we like to call our "personal brand," in order to present yourself in a way that is authentic to you - online and offline - the first thing you need to do is get your story straight. This easy to follow workbook is your first step!

Turn a spotlight on what's great about your school! Inform, engage, and support your school community with this step-by-step guide in the Connected Educators Series. Begin exploring the benefits of branding and create an action plan for sharing the excellent things unfolding in your classroom, school, or district. Includes concrete suggestions and in-depth case studies that will help you: Artfully create a brand name, symbol or design Share great events using blogs and more Empower all stakeholders, including students Teach digital citizenship K-12 Use this all-inclusive guide to start sharing just how special your school is!

You Are About To Discover How To Leverage The Power Of Storytelling To Get Customers To Want To Buy From You, Build Strong Customer Loyalty, Maximize Your Profits And Achieve Much More! Storytelling has been connecting serious brands around the world with serious customers for decades and through it, these businesses been enjoying an ever-increasing engagement, loyalty and profits. Think of the most popular brands around the world – when you look closely, they all have a story that make them resonate with their target audience. From soft drink manufacturers to makers of chocolates, fast food joints to beer manufactures to even organic food brands, every serious brand has a story.... And yes, storytelling is an essential part of content marketing; it's a powerful technique that assists business owners craft and convey their message to their customers in the most reliable, engaging and captivating way to spur attention, emotional connection and long-term purchases. What business wouldn't want that? By virtue that you are reading this, it is likely that you've heard a thing or two about storytelling for business and are not certain what steps to take, when and how exactly to go about telling your business story.... Lucky for you, this book seeks to address just that by addressing all manner of questions going through your mind: How does a good story look like? How do you craft a compelling story? Is there a template or universal structure? Are there any tips I should consider? How do I avoid mistakes? These and countless similar questions are addressed in this book which is designed to give you a gentle introduction to the concept of storytelling, show you why you need it and how you can use it to build a powerful brand in clear, easy steps. So if you're a beginner who wants something simple, straightforward and comprehensive, then keep reading! More precisely, this book covers the following: The basics of brand storytelling, including what it is, what it entails and examples of excellent storytelling Why businesses should leverage the power of storytelling How to develop and tell your business/brand story step by step, including the keys to effective storytelling in business When you should use storytelling for your business The components of a powerful brand story that you should be using and how to use them The framework for organizational storytelling The structure of business storytelling The things you have to do when creating stories The strategies that can enhance your stories How to create compelling stories How to tailor stories to special circumstances How you can compose attractive business story titles The tips, dos and don'ts in storytelling The storytelling tips for a business How to measure the results of a business storytelling project Real stories, and a template to get you started ...And so much more! So whether your sales have been on a downward spiral, or you've been having more of a flat curve, this guide will see to it that your business makes a positive change, and you realize all your short-term and long-term financial goals. Like most things, it all starts with a simple step... Scroll up and click Buy Now With 1-Click or Buy Now to get started! You Are A Step Away From Learning How To Tell Your Brand/Business Story And Differentiate It From All The Others Out There, Attract New Customers And Keep Them (While Keeping Existing Ones), Generate Referrals And Ultimately Grow Your Business! The use of storytelling in business marketing has been proven to establish personal connections between consumers and brands. According to research, 55% of consumers who love the story of a brand are willing to make a purchase. And if you can learn how to tell your brand/business story, the right way, you can turn the life of your business around, quite literally! I know you are probably wondering... Why does storytelling matter so much (more than statistics) in brand marketing? How can I improve the sales of my product through storytelling? What's the best way to do it? How does a typical winning story look like? Are there rules you need to follow? What do I need to before I get started? If you've recently discovered the sweeping positive role of storytelling in business marketing and have been looking for a guide to answer questions like the ones listed above, you're at the right place. Here is a more precise list of what you'll find in this book: How financial data storytelling started What storytelling for finance entails The benefits of storytelling Successful storytelling examples in financial services Why financial storytelling sometimes fails How you can find a suitable story The tips for strong financial storytelling The importance of storytelling for firms What are the kinds of stories you should tell? The storytelling trends in financial services Why statistics don't sell and stories do The art of storytelling in finance How self-depreciation will take you further than self-promotion How to use analogies and metaphors to move your clients and products The tools you can use to tell a persuasive story How to tell stories that your clients want to hear Storytelling strategies you can use on the your next sales pitch Storytelling in the era of financial intelligence The future of financial intelligence with storytelling Visualizations to improve storytelling ...And so much more! Even if you don't consider yourself a good storyteller, especially regarding your business, this book will hold you by the hand throughout the process until you develop your own business/brand story that attracts customers and keeps them, the way light attracts bugs! This guide is meant for everyone, from beginners to advanced marketers. And while its content is comprehensive and very educative, the book is very easy and simple to read and follow, and also motivating and straightforward, so you can expect to have a good and easy time reading it. Are you ready to take your business to the next level with the best marketing practices driven by professional storytelling? I bet you do! All you need to get started is Click Buy Now With 1-Click or Buy Now to get started!

The Naming Book

Put Customers at the Heart of Your Brand Story

Creating Great Visitor Experiences

Branding in Practice

Branding Your Business

Pinterest Power: Market Your Business, Sell Your Product, and Build Your Brand on the World's Hottest Social Network

May I Have Your Attention, Please?

Being You

Why do some brands resonate with consumers while others are ignored? Why do humans crave stories-even from the products they use? Is there a framework for creating brand stories that captures attention? This book will show you why a good brand story is critical to the long-term success of any product or service. By examining more than 30 brand stories and what makes them work, readers will glean ideas for finding their own brand stories and learn how to communicate them better. Full of interesting and compelling stories, Telling Your Brand Story is a guide for marketers, writers, startup founders and anyone else eager to learn how stories impact the way we feel about and interact with the brands we use. You'll learn: the neurological reasons why humans crave stories 15 different ideas for finding your brand story a framework for thinking through your brand's purpose and position to identify a brand story that will resonate with your customers ideas

for sharing your story effectively"

The invisible don't build great businesses. The unignorable do. In the digital age, being good at your job is no longer enough. To be truly successful, you must be both talented and visible. Building an authentic personal brand is the key to getting the recognition you deserve and the opportunities you dream of. Everyone has a reputation. So why not build a reputation you love? One that is authentic, plays to your strengths and boosts your business. In Unignorable, Oliver Aust takes you through a 30-day framework to build your personal brand online and offline. You will work on your mindset, motivation, method and message. By the end of the four weeks, you will have a tailor-made personal branding strategy and the skills required to execute it with maximum success. You will have learned how to become truly unignorable. In uncertain times, your reputation is your greatest asset.

Neurological research has confirmed the power of storytelling as a communicative tool. In "Personal Branding Strategist," Bernadette Martin demonstrates how stories have transformed corporate images as well as professionals' careers. Using this book, professionals and executives of all types, entrepreneurs, consultants, musicians, academics and students will undergo a "personal branding process." From Storytelling 2.0 or Digital Storytelling, to interviews with experts to the Branded Bio tool, Martin guides you in developing your own compelling story and then covers the gamut of online and offline opportunities available to reach your target and impactfully market the "Brand Called You."

Score Your Readiness with a Five-Metric Assessment Used by Fortune 500 Brands

Stand Out with a Better Story