



Don't be the hero!
Be the guide, plan and sword
the hero seeks

Insights for engaging customers 🙌



The Hero

If there is one singular sentence that captures the entire book, it would be:

"Make your customer the hero"

Effective marketing is a story about a hero that seeks to overcome the problem your product solves.



Keep it simple:

- Who is the hero?
- What does she aspire to be?
- How are you the solution?

*"We provide busy **moms** with
a **short meaningful workout** they can use to
stay **healthy** and have **renewed** energy."*



The "Grunt" Test:

When designing a website or marketing copy. Ask yourself "could a neanderthal get this?" and grunt who is the hero and what you are selling.

"Uurrgh Mom urr Workout plan"

Humans are energy efficient, and avoid unclear messaging.



Repeat Your Message:

Be consistent with the message. Not only outward, but also internally. A great message is something a team can rally behind, and friends and family will support. After all, you are helping the hero achieving their mission.

Building a StoryBrand

by Donald Miller

"Building a StoryBrand" is a structured approach to storytelling for crafting messages that resonate both logically and emotionally.

It offers actionable strategies that can define your brand's narrative so customers always feel seen.

A great story can make all the difference for your organization.

Karl-Fredrik M. Hagman