Story Brand Script

Turn your customer into the hero of your brand story

Marketing Communication very often is a waste of money, if the brand message is not clearly customer focused or if the brand itself tries to stand out as a hero – instead of the customer. It is much more effective to tell a brand story, in which the customer of the brand is supported to reach success, improves his or her life and becomes the hero of the story.

Enable2grow helps your company to produce a brand message, that is based on a success story of your customers. Together we develop a highly effective tool as the basis for your brand communication – the Story Brand Script.

With the system of StoryBrand (by Donald Miller) we are designing a strong story for your brand, step-by-step:

- A character: Your customer is the hero of your story, not your brand
- Has a problem (external or internal) and needs help
- And meets a guide: your brand
- Who gives him a plan, calls him to action and helps him to avoid failure
- And ends in a success: your customer now knows how your brand improves his life.

We tailor this as a project to your companies' needs – with a result within days or weeks.

"The Story Brand Script makes sure that your customers are convinced by a strong story. It enables your brand to clarify its message and consequently grow while positioning it as a unique guide for your customer on his or her way to success and well being."

Dr. Bernd Brockmeier | Senior Advisor and Expert for Design Thinking & Innovation

Bernd has extensive experience in the field of business development – in multinational companies, SMEs and startups. He has served as Sales and Marketing Director, Managing Director, Interim Manager, Operating Partner for investors as well as advisor and coach. He is certified for Design Thinking (HPI Institute Potsdam; INSEAD, Fontainebleau) and for the Market Opportunity Navigator (by Marc Gruber & Sharon Tal). Bernd is located in the area of Zuerich, Switzerland. ➔ in

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us **here**.