

StoryBranding(TM) 2.0 (Second Edition) - Creating Stand-Out Brands Through the Purpose of Story

By Jim Signorelli

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THE BEST MARKETING DOESN'T FEEL LIKE MARKETING. IT FEELS LIKE A STORY


StoryBranding 2.0 is the updated edition of the award-winning, bestseller that earned raves from marketing luminaries, CEO's, entrepreneurs, and personal branding advocates. If you read Simon Sinek's, *Start With Why*, this book will show you how.

Filled with even more branding tools and examples of how to use them, *StoryBranding 2.0* will show you how to make your brand stand for something meaningful and gain strong customer affinity:

- Learn how the StoryBranding Model helps you think of your brand as a story character that must overcome obstacles to achieve its goal. *StoryBranding 2.0* shows you how to develop that character and how to overcome obstacles standing between your brand and its target audience.
- Learn how the StoryBranding Model uses the principles of story logic to help your brand stand out against its competition, even if your brand is functionally similar.
- Discover the power of "I Am" statements that goes well beyond the limitations of existing target personas to achieve even greater empathy with your most likely prospects.
- Learn how to pre-test your new-found brand identity with a powerful new technique called RDT (Resonance Development Testing).
- Use the detailed reference index to quickly find the tool, technique, or quote, you're looking for. The new 40-page essay section makes it easy to review key concepts, more real-life examples, and new information about the application of the StoryBranding Model to personal branding and sales.

Written by a 35-year veteran of marketing and advertising who has worked on major national brands, *StoryBranding 2.0* is an innovative approach to marketing's biggest challenges, making it an indispensable book for professionals, academics, and beginners alike. Recounting many of his most

memorable experiences, the author makes *StoryBranding 2.0* not only highly instructive, but an entertaining read as well.

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Editorial Review

Review

"It is almost too good to be true that this book has finally been written. Jim Signorelli blends years of wisdom with the magic of story in a format that is so accessible it makes me cry that I didn't have it twenty years ago"

--Annette Simmons, Best selling author of Whoever Tells the Best Story Wins and The Story Factor

"We all use stories to communicate with each other--families, friends, or business associates. Jim has captured the essence of how to tell a good story that not only resonates with the listener but drives home the message in a clear and concise fashion."

--Russ Umphenour, CEO, Focus Brands

"I've done the science research to establish why stories are so powerful for human communications. Jim's book is an excellent practical guide to how you effectively use them."

--Kendall Haven, Story Strategist/Author/Master Storyteller

"Jim Signorelli masterfully decodes brand storytelling without ever going astray from the business conversation. Therein lies his genius. He remains grounded in a story we can all relate to: delivering a functional framework for how brands can speak truth. An essential must read."

--Michael Margolis, president, Get Storied; author of Believe Me

"All marketers should read Jim's book, especially those who haven't embraced storytelling. It not only drives home the efficacy of storytelling, but also offers a road map for leveraging this tool to uniquely communicate the human essence of a brand. Thought provoking and useful book."

--Dennis Dunlap, CEO, American Marketing Association

Jim Signorelli's StoryBranding is an information-packed, user-friendly guide to brand development. This is not an instruction manual for advertising, but a comprehensive toolkit to help companies and individuals improve their brands through the effective use of storytelling. By going back to the foundation of brand identity, Signorelli shows how to find your brand's story and acquire not just buyers, but believers. As he points out, it is better to give people something to think about than tell them what to think. Signorelli's style is engaging and has a conversational quality that draws readers in and makes the concepts he presents easy to grasp. Marketing is not the most exciting subject out there, yet he manages to capture and hold the interest of readers as they follow along from the origins of storytelling to the development of successful brands to the use of themes and plots to identifying archetypes and everything in between. If you want to learn how to identify and establish a set of beliefs that will connect your brand to the public, this is the ultimate source to reference.

StoryBranding is very well-organized and easy to follow, with each chapter building on the last in an organic way. It is packed with great information, but does not lose readers in the details. Instead readers will put this book down ready to take action; they will feel both inspired and prepared. Signorelli's background in advertising, his personal stories of discovery, and his extensive research instill trust and his injections of humor make for a quick read.

The stories about how the most popular and successful brands have gotten where they are today are enjoyable and insightful. For example, did you ever stop to think that Disney isn't selling theme park rides and cartoon characters, but a belief in the joy of magic? It's true! Signorelli explains that by making a brand the main character of its own story, it gives people something lasting to relate to.

StoryBranding will make you think about how you respond to the brands you know and trust. For Signorelli it all comes back to relationships – the relationships between brands and their prospects and how to

strengthen these bonds in the name of improving your brand. A relevant, engaging, and thorough presentation.

Review

"Storybranding 2.0 is a non-fiction guide for marketing and sales professionals written by Jim Signorelli. Signorelli has been in marketing since he was a paperboy who devised ways to increase his number of customers. Storybranding is a technique he's worked on that focuses on the brand's reason for being, rather than the attributes of a particular product or service. Signorelli sets out step-by-step instructions to help his readers understand the concept of Storybranding, as well as its increased effectiveness over the traditional marketing techniques that proclaim the excellent virtues of products. A brand with a story has resonance with its customers that goes beyond any particular product. Getting to that level of resonance is a 4-step process which can seem daunting at first glance; however, Signorelli shows through examples and charts exactly how to do it.

I'm a freelance copywriter and was intrigued by the premise of Signorelli's marketing and sales guide, Storybranding 2.0. I was, quite frankly, blown away by this book. It's a marvelous guide for copy and creative writers alike. Signorelli's insights into how to gain an empathetic understanding of both the brand and the prospect are perceptive. How that understanding can build resonance is shared and made accessible through his engaging and interesting prose, examples of real-life brand successes and failures, and techniques. As I read on, I started to think about how I could use Signorelli's storybranding techniques, and how previous sales strategies might have been more successful had I known about them before.

Storybranding 2.0 is also an enjoyable book to read. It's very well written, and I found myself reluctant to finish reading. I read on through the appendices where he's included suggested reading, his blog entries on Storybranding (which are excellent and not to be missed) and his bio. I'm glad I've read Storybranding 2.0 and am planning to use the techniques I've learned with some current and future projects I've got lined up."

--Reviewed By Jack Magnus for Readers' Favorite

About the Author

Jim Signorelli is a marketing thought leader and speaker who has been acclaimed as one of the world's foremost experts on the subject of StoryBranding. Signorelli's articles and interviews have been featured in magazines, newspapers and on radio talk shows throughout the U.S. Canada and Europe. His career has been spent working at major advertising agencies throughout the U.S. on accounts like Citibank, General Electric, Toshiba, Kraft Foods, Burger King, KFC, Taco Bell, McDonald's, The American Marketing Association, Blue Cross/Blue Shield and many others.

Jim is the founder and CEO of eswStoryLab, a branding consultancy and marketing services agency that has been ranked among the top agencies in Chicago by *Crain's Chicago Business* and has been named to the *Inc. 5000* list of fastest growing independent companies in the U.S. three years in a row. His first edition of *StoryBranding* was awarded a Gold Medal in Marketing/Advertising from Axiom Books. Additionally, Jim is the recipient of U.S. Bank's Smart Leaders Award.

Users Review

From reader reviews:

Arthur Walker:

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