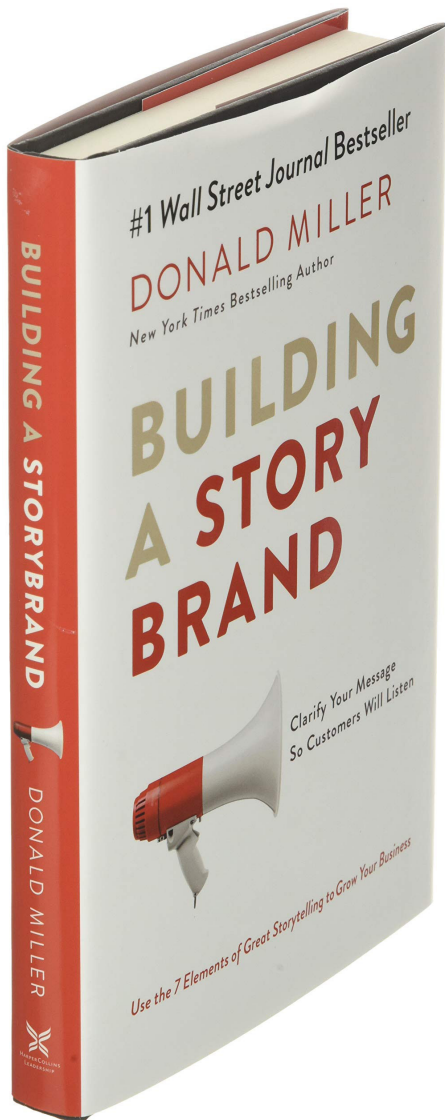


Clarify Your Message So Customers Will Listen: How the Power of Story Can Grow Your Business



Most leaders, marketers, salespeople and managers struggle to explain what they do. It's not because they aren't smart, hard-working or likable, it's because they aren't communicating clearly. StoryBrand helps companies understand what customers are looking for so they can tell their story in such a way people listen. The human brain is drawn to CLARITY and away from confusion. If customers are confused about what you offer, they'll look past you for somebody who can say it clearly. Once you clarify your message, your company will begin to grow.

Since 2013, J.J. Peterson has used the StoryBrand Framework to help thousands of organizations clarify their message in order to grow their business. He holds a PhD in Communication and has spent the last 20 years practicing and teaching communication theory. J.J. has studied C.S. Lewis in Oxford, debated theology with filmmakers at the Sundance Film Festival, directed a documentary, served in marketing and PR for two multinational non-profit organizations, served as a communication professor, and has spoken to thousands of people about creating a clear message. As StoryBrand's Director of Teaching and Facilitation, J.J. travels around the world facilitating StoryBrand workshops and keynotes, helping people grow their business.

