



## Selling Your Story

'A guide creating a memorable brand and story for your company'

For more information about the Gazelle School of Business visit:

[www.growwithgazelle.com/school](http://www.growwithgazelle.com/school)

Email: [George@GazelleApp.io](mailto:George@GazelleApp.io)

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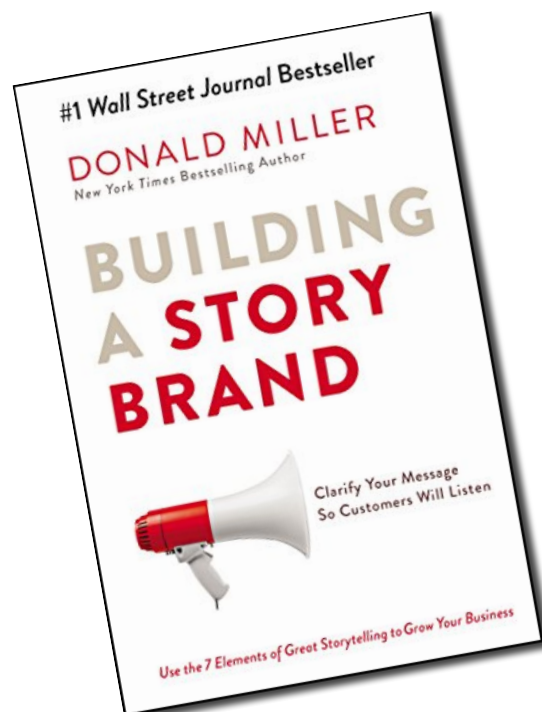
Gazelle makes it easy to run your business so you can focus on building your brand!



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## Reading Material

If you haven't read '[Building a Story Brand](#)' by [Don Miller](#), read it today! If you've already read it, skim through everything again. You will want to have all these principles fresh in your mind as you work through this process. You will also take more away from it the second time through.



## Create A Brand Script

Use Don Miller's free story building tool at [MyStoryBrand.com](http://MyStoryBrand.com) to create a brand script for your business. This will help you identify the 7 elements of your story and the words you are going to use.

## Memorize This Phrase

“Most people struggle with \_\_\_\_\_<This Philosophical Problem>\_\_\_\_\_,  
I solve this \_\_\_\_\_<In This Way>\_\_\_\_\_ so they can have a better life.”

*\*NOTE: There are a lot of ways to present a philosophical problem. But memorizing this phrase is one of the easiest, succinct, and most effective, especially when you are new to applying these concepts in your life and business.*

## Create A Business ‘One Liner’

Write out your business’s 7 ‘elements of story’ that you have identified. Combine the Character, Problem, and Transformation to focus your one-liner for your business.

### Recap: StoryBrand 7 Elements of Story

- Character.
- Problem (*External, Internal, Philosophical*).
- Meets a guide, with a plan:
  - Step 1: Something so easy and small they can do it today.
  - Step 2: Everything in between.
  - Step 3: Achieve your aspirational Identity.
- Call to action (Book Now).
- Risk of failure (What it looks like to do nothing).
- Success.
- Transformation.

For more info **watch [this 30 minute masterclass style workshop from Don Miller](#)** to see real people from various industries create and share their one liner for their business. The first 15 minutes is Don talking about these concepts (starting at the 17 minute marker you will get to see real people present their one-liner to Don for feedback).

Once you have your own one liner, you can email George at [george@gazelleapp.io](mailto:george@gazelleapp.io) for interactive, honest, and constructive feedback on the story (and one liner) you have created.

## Update The Words On Your Website

Visit [DemoPianoService.com](http://DemoPianoService.com) to see what a StoryBranded piano service website looks (and feels) like. Then register for next month’s webinar on “Building A Powerful and Simple Website” to see how easy this can be. [Registration is now open - Click Here.](#)

## Are you stuck? or do you want honest real world feedback?

As you go on this journey you are bound to have questions, get stuck, and also come up with some really cool ideas you will want to refine. The team at Gazelle offers free business coaching to the piano service industry! Email [George@gazelleapp.io](mailto:George@gazelleapp.io) to schedule a free consultation or to get additional help as you go from someone who struggles to tell the story of your company, into an oracle who always seems to have the right words to say.

## Badass Piano Technician Shirt

[Click here](#) to order the badass piano technician / miracle worker shirt! We don't make any money off this, we just think it is a great shirt!

**save your time**  
**wow your customers**  
**play more music**

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