5 Things
Your Website
Should Include

STORY

BRAND

By Donald Miller

Why most websites don't create sales

As a rule, people should be able to go to your website and understand what you offer within five seconds. If it takes them longer than five seconds, you're losing sales.

Do your customers understand your central message?

At the StoryBrand Marketing Workshop I've worked with over 1,000 businesses, non-profits and personal brands to help them **clarify their message.** These are the 5 suggestions I most often make to them regarding their websites.

Make these five changes and you'll increase sales, create fans of your business and stop losing to the competition.

Sincerely,

Donald Miller
CEO, StoryBrand

1

Your website should include an
easy-to-understand tagline

The purpose of a website has changed dramatically in the last 5 years. Where a website was once a storehouse for information about a company, it's now a supplement to a broader marketing campaign. As such, it must be simple and compelling. A website should compliment your overall brand strategy supporting, clear ideas you've identified as the primary message of your brand.

What's the message of your brand? Hopefully it's about what you offer and what it has to do with the customer. If you're a plumber, you fix anything that leaks and you do it at a shockingly competitive price. If you're a life coach, you get your clients back on track so they can achieve more this year than ever before. If you're a writer, you write chilling adventure stories that will make our summer-reading lists sizzle.

AVOID THE CURSE OF KNOWLEDGE

At StoryBrand, we teach our workshop attendees to avoid the curse of knowledge. The curse of knowledge happens when a business leader knows so much about their products and services, they project that knowledge on their potential customers. Most customers, however, will only give you a couple seconds to make your pitch, and that means it needs to be easy to understand. The best way to be easy to understand is to say it in clear language.

For example:

• We clean gutters

• Your lawn will look perfect

• Get fit with a personal trainer

• Let us cater your special occasion

• Lease an apartment within walking distance of work

Not long ago one of our clients was worried his business was too complicated. As an industrial painter, he served a wide variety of customers ranging from auto-part manufacturers and construction contractors. When we carefully reviewed his website, though, we convinced him that he really wasn't communicating anything of value to any of his customers. The front page of his website talked about how long he'd been in business and how his grandfather had started the company. But just because he had to cast a wide net didn't mean he couldn't be specific. We convinced him that if he created a well-designed website with a picture of a guy in a white shirt painting something and used the tagline "We Can Paint Anything" along with a bright, obvious "Get a Quote" button, his business would increase. Everybody in the workshop agreed, and thankfully our client is learning to simplify his branding material.

Take action: Come up with a tagline for your brand and make sure it's easy to understand. That's the first thing you'll need on your website.

2

Your website should include
an obvious call to action
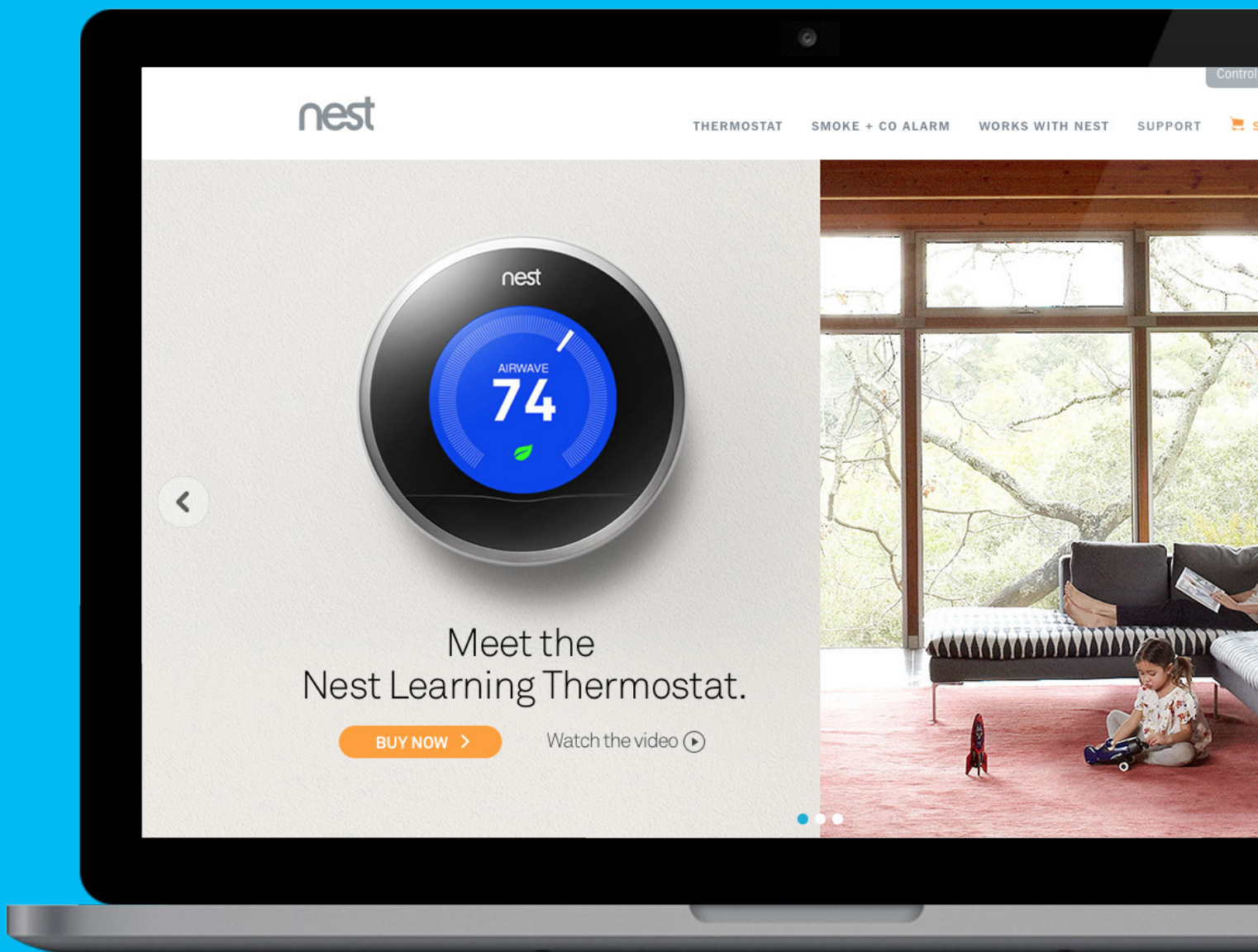
N ot long ago I needed help designing keynote slides for an important presentation. Our designer was busy with more important projects so I went to Google looking for help. I narrowed down my search to two design firms. The first firm had a visually stunning website complete with moving images of a boat floating up the river and designers sitting in the office completing projects. Links on the website led me to read about their core values, and sample work was presented in a separate portfolio page. I was in.

The only problem was, other than a contact button, they didn't give me a clear and simple way to set up an appointment. I decided to check out the other design firm. To be honest, the other firm's website wasn't designed as well. I mean it looked good, but nothing compared to the other guys. And yet, right there on the front page a simple sentence drew my eye — "If you want to hit a home run on your next presentation, we can help you with the slides." Then, there was a button that simply said "Get a Quote." I clicked the button and a week later I was writing them a check for the work they'd done.

It's amazing how many companies don't clearly ask for the sale.

One of the clients who attended our workshop was a 17-million dollar candle maker. As we analyzed their website we discovered the candle responsible for 30% of their overall revenue was hidden in the back pages of their site. This was an enormous mistake. We

counseled them to feature the candle on their front page along with a "buy now" button. We call this "sailing in the direction of the wind." If your business is known for something, by all means feature that on your site and make it very clear how people should buy it.

LEAD WITH YOUR DOMINANT REVENUE STREAM

So what should the obvious direct call to action be on your website? It should be a request to place an order from your dominant revenue stream. And if your dominant revenue stream requires consultation, it should be a request to make an appointment. Whatever it is, that button should be the main focus of your website. Consider making it a bright color or putting it in the top right of your website. And make sure it's on every page so customers never venture too far from being able to press it. You'd be amazed at how many sales you're losing because you're making your customers work too hard to buy the thing they really want from you.

Examples of direct calls to action:

• Buy Now
• Place an Order
• Get a Quote
• Schedule an Appointment

3

Your website should visually display the success your client will experience if they use your product or service
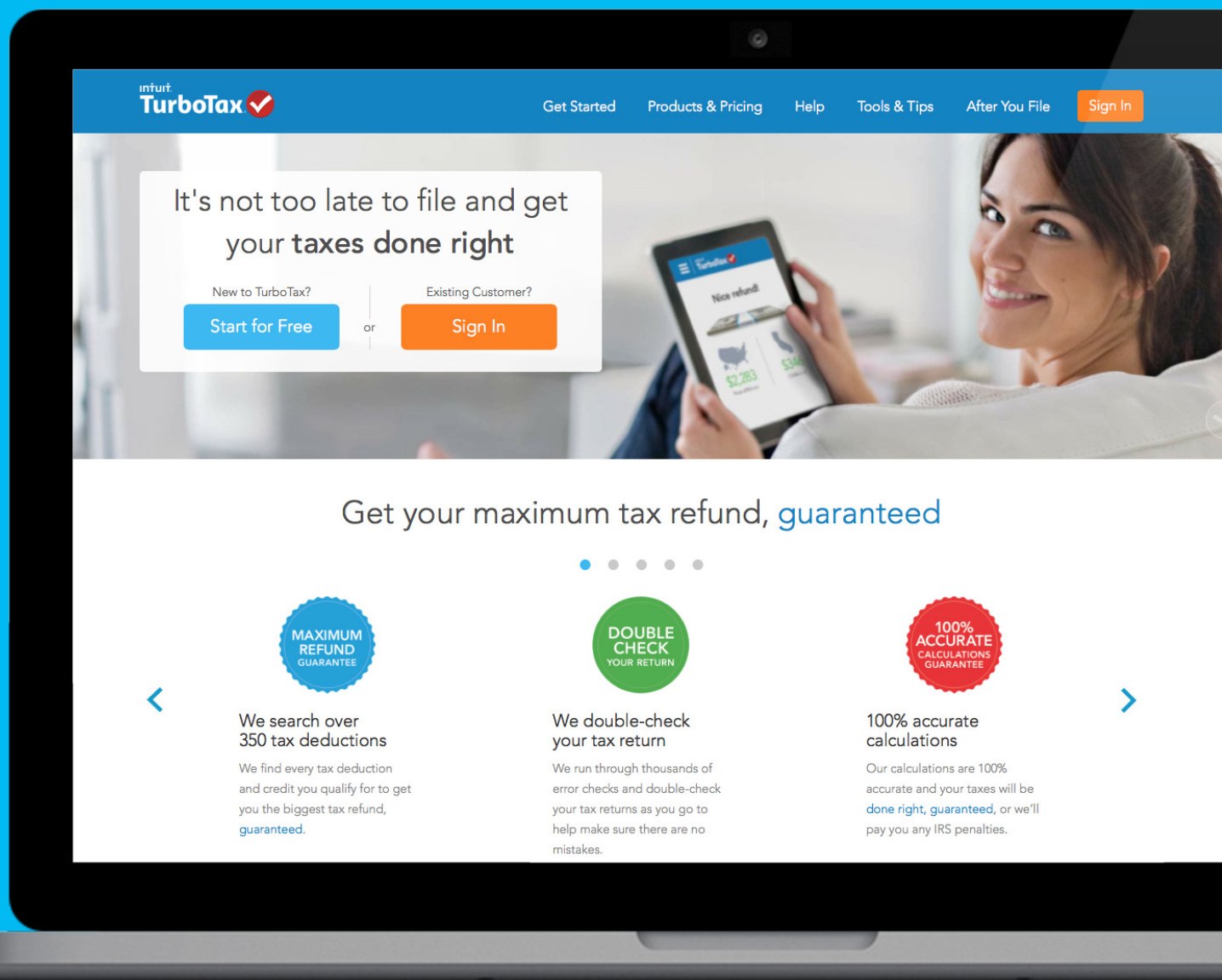
When choosing images for their websites, StoryBrand attendees are often tempted to use images depicting who they are as an organization. But remember, a website isn't about your company, it's about your customer. Everything on your website should be created with your customers in mind. So as much as we want to show the front of our building or pictures of ourselves with our kids, we should avoid the temptation.

Instead, we should use the images on our site to tell a story of what life will look like if potential customers purchase our products and services. Will they be more happy? Then show images of people happy with your products.

One of the paradigm shifts we introduce StoryBrand clients to is that customers buy solutions to internal, not external problems. What we mean by this is every external problem, whether it's a leaky faucet or a flat tire, manifests an internal problem — that being frustration, confusion or even the feeling of "I don't have what it takes."

Don't be mistaken, your customers buy your products to relieve their internal tension. And when you show images of people who've had that tension relieved, your customers will be more likely to seek your expertise.

Use the images on your site to visually reveal what will happen if potential customers engage with your brand.

4

Your website should break down your products and services into bite-sized categories
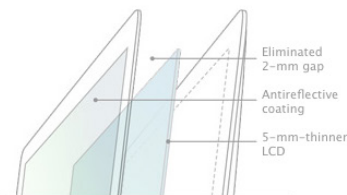
Close to the action.

Instead of being set behind the cover glass, the iMac display is right up against it. We used an advanced process called full lamination, which eliminates any gap between the LCD panel and the glass. Now every image looks as if it's leaping right off the screen.

Eliminated
2-mm gap

Antireflective
coating

5-mm-thinner
LCD
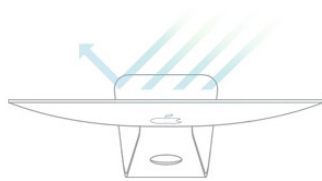
Low reflection.

Full lamination has a second major benefit: It eliminates the reflection of light off the LCD panel and off the back of the display's cover glass. But we also figured out how to reduce reflection off the front of the glass without compromising color quality. Instead of applying an antireflective coating to the glass in a conventional way, we adapted a process used on smaller surfaces like camera lenses and fighter pilots' helmets. It's called plasma deposition, and it involves coating the glass with layers of silicon dioxide and niobium pentoxide so precise and so thin they're measured in atoms. The result: astoundingly low reflection — and vibrant, accurate colors.
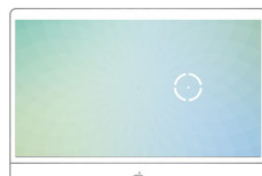
Individually calibrated for true-to-life color.

None of these innovations would matter much if the iMac display didn't deliver vivid, true-to-life color. Which is why we put every display through an exacting color-calibration process using state-of-the-art spectroradiometers. This equipment is tuned to meet color standards recognized around the world for

One of the most common questions we get involves clearly communicating what a company does when they've got a lot going on. One of our clients is a retreat center that specializes in experiential therapy. They've got programs for couples, for people who've experienced trauma, for clients struggling with managing their money and a host of other important issues.

We needed to figure out what their main source of revenue was. After finding out one of their programs earned 40% of their overall revenue, we knew that program had to be featured on the main page. In fact, we gave that program prime billing at the top right of the page.

After making sure we protected the dominant source of revenue, we then broke down each of their programs into one of three categories, High Impact Leadership, Successful Relationships and Overcoming Trauma. This way, people browsing their site could easily find a category that was right for them. In fact, some of the programs were listed in multiple categories because there was overlap.
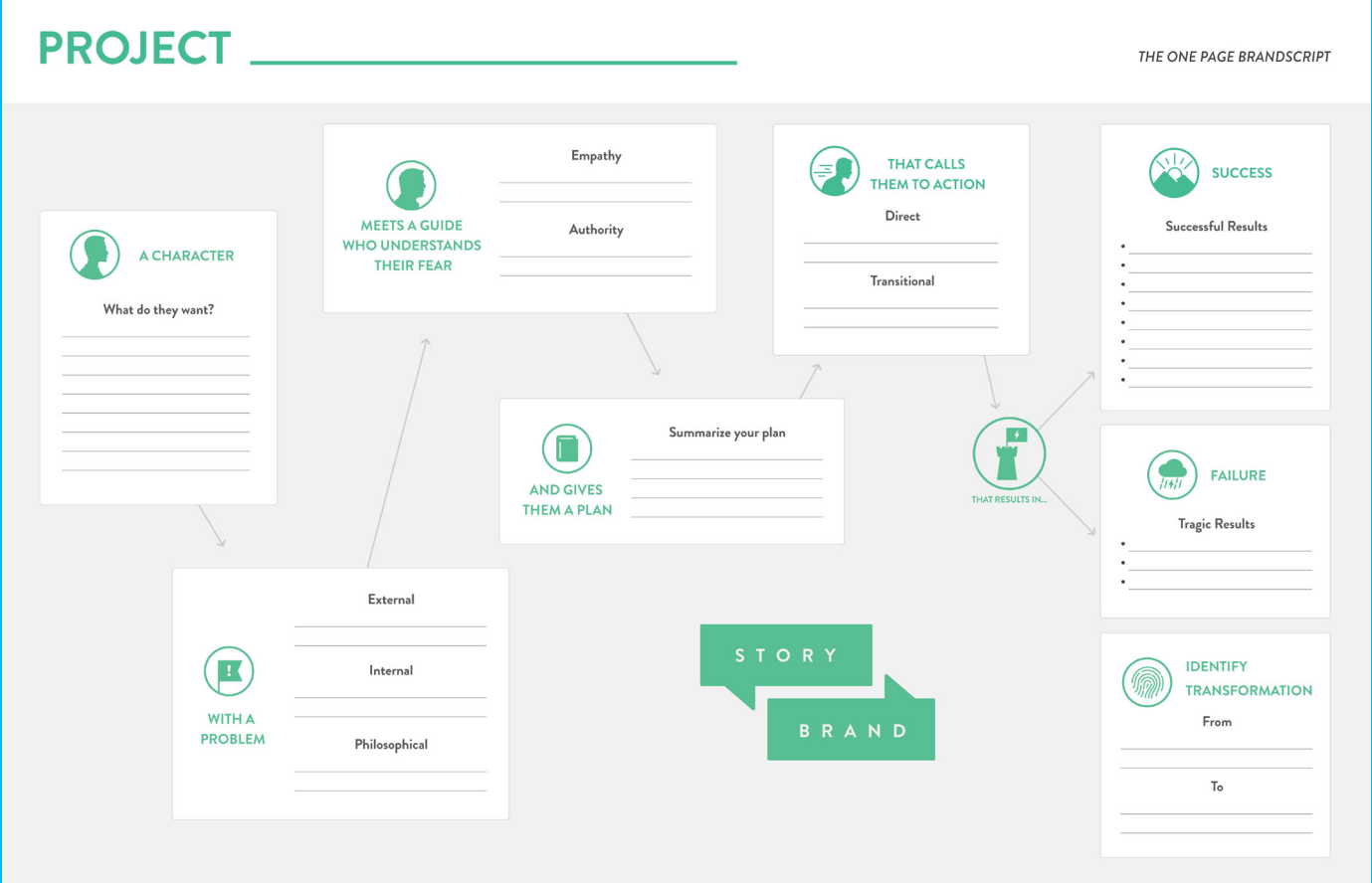
The point of this is if you list all your products and services on your main page, people are going to get bogged down. People don't like to have as much choice as you think. The reason Restoration Hardware only sells a few colors of paint is they figured out presenting fewer choices up front increases interest. That's also

why only a fraction of their furniture choices are on the showroom floor. Giving customers fewer choices allows them to really engage in the products that have been put on display.

So, if you have a lot going on, can you categorize your products or services into two or three choices? Can you simplify what your company offers into your dominant streams of revenue? If so, you'll be able to create a site that doesn't overwhelm your customers.

5

Your website should be a clear communication of your BrandScript

PROJECT _____

THE ONE PAGE BRANDSCRIPT

A CHARACTER

What do they want?

_____
_____
_____
_____

MEETS A GUIDE WHO UNDERSTANDS THEIR FEAR

Empathy
_____

Authority
_____

THAT CALLS THEM TO ACTION

Direct
_____

Transitional
_____

SUCCESS

Successful Results

- _____
- _____
- _____
- _____
- _____
- _____
- _____

AND GIVES THEM A PLAN

Summarize your plan
_____
_____
_____

THAT RESULTS IN...

FAILURE

Tragic Results

- _____
- _____
- _____

WITH A PROBLEM

External
_____

Internal
_____

Philosophical
_____

STORY

BRAND

IDENTIFY TRANSFORMATION

From
_____

To
_____

A BrandScript is a document you can use to make sure you're always completely on brand in your messaging. You can create your customized BrandScript at a StoryBrand Workshop. Most companies have tried so many branding techniques that their communication has become cluttered and confusing. A BrandScript means you know exactly who you are and what you offer your customers and it reigns you in so you never go off-brand.

The 8 critical features of a BrandScript can be created by answering these questions:

1. What does your customer want?

2. What's the external problem they are dealing with?

3. What's the internal problem? (How is the external problem making them feel?)

4. What empathetic statement can your brand make toward your customer's internal problem?

5. Why are you an authority to solve your customer's problem?

6. What's your plan to ease your customer's fear and confusion?

7. What is the direct call to action?

8. What does life look like for your customer if you solve their problem?

The answer to these questions will provide all the material you need to create your website, email blasts, sales presentations and even your philosophy of business.

Based on a story structure that has been proven to compel a human brain, answers to these questions are exactly what your customers are looking for. If you provide answers to these questions, potential customers will recognize you have something they need.

Attend the StoryBrand Marketing Workshop with Donald Miller

Get more customers

Convert browsers to buyers

Speak more clearly than the competition

Grow your business fast

REGISTER TODAY

What StoryBrand Alumni Are Saying

"The StoryBrand Workshop has revolutionized the way I think about my brand. My team and I are using the simple, seven-step framework in all of our marketing communications. It has enabled us to connect quickly—and powerfully—to my customers and prospects. This is the best marketing innovation I have seen in years. It is a game-changer!"

Michael Hyatt

New York Times Bestselling Author

"Every single thing about StoryBrand was game-changing. Exceptional. Outstanding. Above and beyond. Far over-delivered. After going through StoryBrand, my revenue quadrupled."

Whitney English

Creator of Day Designer

"We're going to take the story process StoryBrand taught us and run our entire company through it."

Viktoria Harrison

VP of Creative, Charity Water

"Our business had grown fast and we needed a check-up on our branding strategy. The StoryBrand process was IMMENSELY helpful to our team. We anticipate even more success as we implement the powerful 7-part framework."

John Maxwell

Bestselling author and leadership expert

REGISTER TODAY