

**BUILDING A  
STORY BRAND**  
*by Donald Miller*

*Interactive Worksheet*

## INTERACTIVE SHEET FOR NOTES

*Reading alone won't help you understand the actionable notes. You need to engage with the content. Answer the question below (just type inside the boxes) to outline your future steps:*

1. Write down a one-line message explaining what do you do:
2. Who's the villain?
3. How your product transforms people's lives?
4. What negative consequences are you helping customers avoid?
5. How are you helping people survive?

*Don't forget to save your changes.*