



Donald Miller

AUTHOR

CEO, StoryBrand and Coach Builder



VISIT DONALD'S WEBSITE

About:

- **Gender:** Male
- **Nationality:** United States
- **Languages:** English
- **Travels from:** United States

Engagement Types:

- Speaking

Topics:

- Business Strategy & Growth
- Growth Strategy

Websites:

- [Website](#)

Biography Highlights

- Donald Miller is a favorite speaker at every event he headlines. He is the CEO of StoryBrand, Business Made Simple, and Coach Builder. He is the author of ten books including Building a StoryBrand 2.0, Marketing Made Simple, and How to Grow Your Small Business. Collectively, his books have spent more than a year on the NYT Bestsellers list.

Biography

Donald Miller: A Speaker Every Small Business Owner Will Love

Donald Miller is the CEO of the marketing service StoryBrand, helping thousands of businesses each year to define their brand message. In total, Don's books have spent over a year on the New York Times Bestsellers list, including: *Blue Like Jazz*, *A Million Miles in a Thousand Years*, and *Scary Close*.

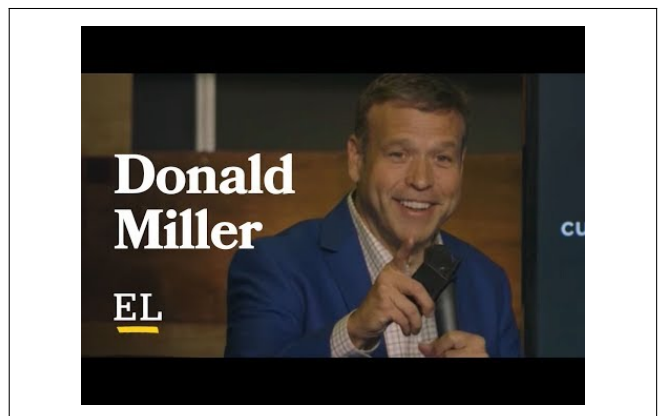
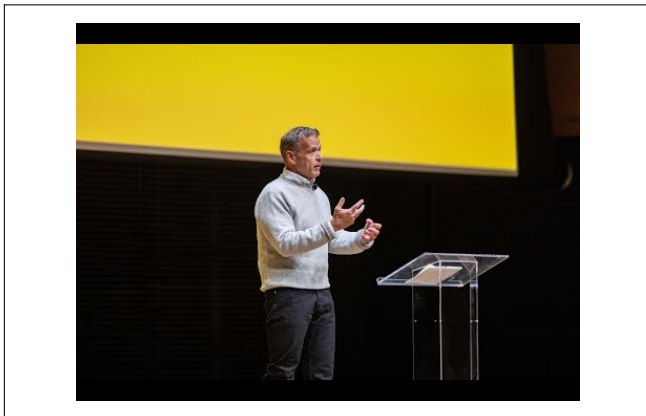
He helped write the major motion picture *Blue Like Jazz*, which premiered at the SXSW Film Festival and was named one of the top four movies to get you through freshman year by USA Today. Don has served on The Presidential Task Force for Fatherhood and Healthy Families, a collaboration between government and the private sector to rewrite the

story of fatherlessness in America.

Don is distinguished as one of the most captivating and informative speakers out there. His audiences are encourage to lean into their own story, creatively develop and execute the story of their team, and understand the story of their customers so they can serve them with passion.

Don's perspective on story have greatly influenced leaders and teams for Pantene, Ford/Lincoln, Zaxby's, Chick-fil-A, Steelcase, Intel, Prime Lending and countless others.

Videos



Donald's Topics

How to Differentiate Yourself and Your Business by Building a StoryBrand

How do we talk about what we offer in such a way people are guaranteed to pay attention? Most leaders, marketers, and salespeople have trouble breaking through the noise. What's the solution? Invite customers into a story that compels them to pay attention and take action. If you are tired of being ignored and want to grow your business, learn to get customers' attention, keep their attention, and increase orders using Donald Miller's compelling storytelling framework.

This keynote is based on Donald Miller's bestselling book Building a StoryBrand that has been read by more than 1 million business leaders and continues to sell nearly 200,000 copies per year.

Available: In person, Virtually

How to Create a Million-Dollar Sales Pitch

Most people hate to sell but feel like they have to sell in order to grow their businesses. Most small-business leaders, real estate agents, financial advisors, and entrepreneurs don't think of themselves as salespeople but the truth is if they don't learn to sell, their businesses will suffer. So what's the solution? The solution is to create a million-dollar sales pitch and enjoy sales conversations in which we invite customers into a story.

In this keynote, Donald Miller walks through the 5-step process that will make the customer the hero. Those who learn from this keynote will be able to engage in sales conversations that do not feel awkward or forced and lead to sales, even million-dollar sales. They will also be able to write great sales emails, give terrific presentations, and create proposals that earn new business. The goal? Use Donald's framework to grow your business by at least a million dollars. If your audience wants to sell, Donald Miller will help them create a million-dollar sales pitch by making the customer the hero.

Available: In person, Virtually

The Six Keys to Growing Any Small Business

Most small business owners feel like they are winging it. But feeling like you are making it up as you go along gets frustrating and can make you want to quit. How do we alleviate that frustration and pain? Here's the key: Understand that your business actually works like an airplane. That's right, an airplane. The cockpit is your leadership, the right engine is your marketing, the left engine is your sales, the wings are your products, the body is your overhead, and the fuel tanks are your cash flow.

Every small business wants to grow their business but very few small business owners know how. If a small business owner understands how to manage the six parts of their business, their business will fly far and fast.

This keynote comes with a robust handout allowing the audience to walk away with a checklist that will ensure their business is in great shape. Some audience members believe this single keynote taught them more than an entire business education.

Available: In person, Virtually

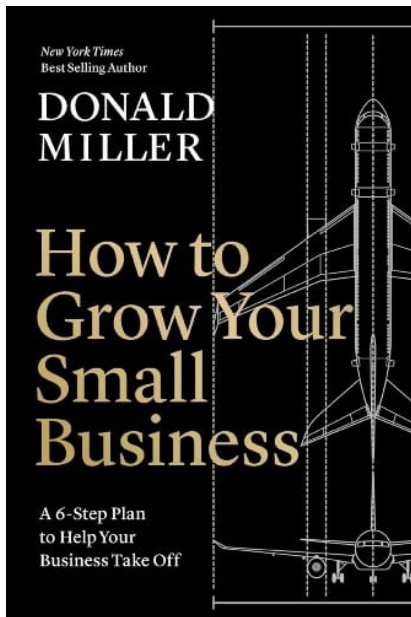
Testimonials

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Internal surveys after the event showed Don was the highest-rated speaker. Additionally, by the end of the day sales reported closing two opportunities worth \$2.4 million. We have never seen that type of an impact from a speaker before!

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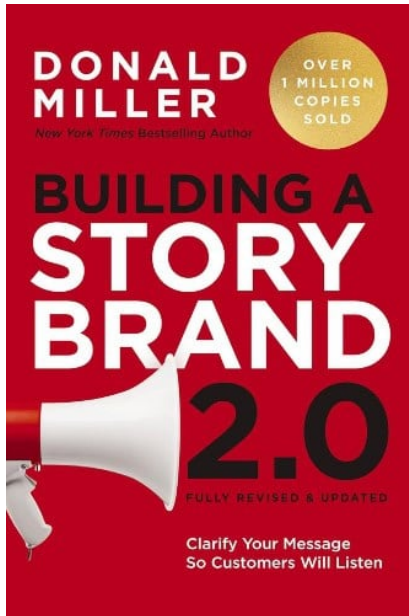
Books



How to Grow Your Small Business: A 6-Step Plan to Help Your Business Take Off

The Wall Street Journal Bestseller For so many entrepreneurs, running a small business ended up looking different than they imagined. They're stressed, discouraged, and not confident in their plan for growth. In *How to Grow Your Small Business*, Donald Miller gives entrepreneurs a 6-step plan to grow their businesses so they produce dependable, predictable results. Using the exact steps you'll learn in this book, Donald Miller grew his small business from four employees working out of a basement to a 15 million dollar operation, increasing revenue sixfold in just six years. As Miller grew his own business from the ground up, he realized nobody had put together a simple, step-by-step playbook for growing a business. That book didn't exist. Until now. In this book, you'll learn the 6 steps to grow a successful small business and create a playbook to implement them- your Flight Plan. When you have a completed Flight Plan in hand, you can stop drowning in the details and spend more time doing the things you truly love- in your business and your life. In *How to Grow Your Small Business*, you'll learn how to: Cast a vision for your company that includes three economic priorities Clarify your marketing message Install a sales framework that makes your customers the hero Optimize your product offering Run a management and productivity playbook that aligns your entire team. Use 5 checking accounts to manage your cash flow If you're ready to experience freedom, flexibility, and growth for your business, *How to Grow Your Small Business* is the book you've been waiting for.

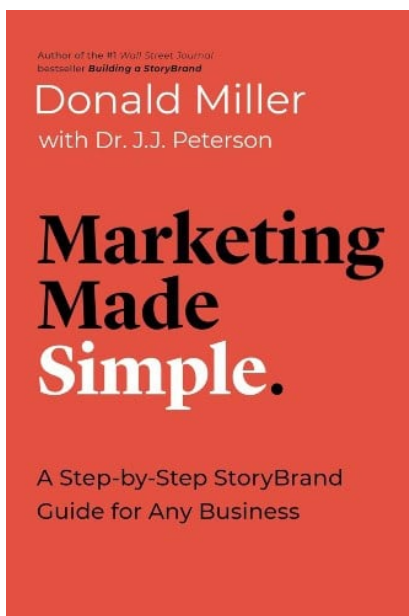
[BUY THE BOOK](#)



Building a StoryBrand 2.0: Clarify Your Message So Customers Will Listen

When you apply the StoryBrand framework your brand will stand out. Developing that framework to clarify your message and grow your business is about to get a whole lot simpler. . . Since the original publication of Building a StoryBrand, over one million business leaders have discovered Donald Miller's powerful StoryBrand framework, and their businesses are growing. Now, the classic resource for connecting with customers has been fully revised and updated, making it an even more powerful tool to prepare you to engage customers. In a world filled with constant, on-demand distractions, it has become very hard for business owners to effectively cut through the noise to reach their customers. Without a clear, distinct message, customers will not understand what you can do for them and won't engage. In Building a StoryBrand 2.0, Donald Miller not only deepens his teaching on how to use his seven universal story elements—he'll provide you with one of the most powerful and cutting-edge tools to help with your brand messaging efficacy and output. The StoryBrand framework is a proven process that has helped thousands of companies engage with their existing customers, giving them the ultimate competitive advantage. Now you can have access to the perfected version, making it more essential. Whether you are the marketing director of a multibillion-dollar company, the owner of a small business, a politician running for office, or the lead singer of a rock band, Building a StoryBrand 2.0 will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers.

[BUY THE BOOK](#)



Marketing Made Simple: A Step-by-Step StoryBrand Guide for Any Business

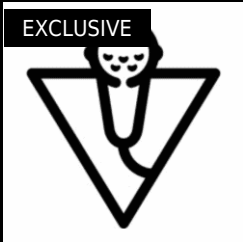
This guide from New York Times bestselling author Donald Miller, is a must-have for any marketing professional or small business owner who wants grow their business. It will teach you how to create and implement a sales funnel that will increase traffic and drive sales. Every day, your company is losing sales simply because you do not have a clear path to attract new customers. You're not alone. Based on proven principles from Building a StoryBrand , this 5-part checklist is the ultimate resource for marketing professionals and business owners as they cultivate a sales funnel that flows across key customer touchpoints to effectively develop, strengthen, and communicate their brand's story to the marketplace. In this book, you will learn: The three stages of customer relationships. How to create and implement the one marketing plan you will never regret. How to develop a sales funnel that attracts the right customers to your business. The power of email and how to create campaigns that result in customer traffic and a growth in brand awareness. The keys to wireframing a website that commands attention and generates conversions. The inability to attract and convert new customers is costing business owners valuable opportunities to grow their brand. This prevents companies, both big and small, from making the sales that are crucial to their survival. With Marketing Made Simple, you will learn everything you need to know to take your business to the next level.

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Donald Miller is available to book via these agencies

✔ Recommended



Speaking Agency



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