

Find Your *Story* ADVANTAGE!

BILL BLANKSCHAEN

Founder and Chief Story Architect of StoryBuilders

How It All Began

Helped start a private school in Ohio.

Leader there for 12 years.

Grew 3X+

Doing good work but...



I knew I could crack the code on storytelling

- So, I did my homework...
- Talked with every publisher I could find and learned all about how the book world works.
- Created numerous book ideas and proposals and shopped them to publishers.
- Became a student of storytelling technique, the science and art of communicating messages well.

But I had to face my fears...



Founded StoryBuilders

- Creative team of Architects and Artisans
- Create captivating BrandStories for individuals and organizations
- Write, Edit, and Publish Compelling Books
- Develop Engaging Learning Experiences
- For the last 12+ years... telling stories that make the world a better place.

Story **BUILDERS**

What We've Done...

- Multiple New York Times and USA Today Best-selling writer
- Worked with a variety of entrepreneurs, business professionals & thought leaders
- Lewis Howes, John C. Maxwell, Dean Graziosi, and Kevin Harrington from Shark Tank, Zig Ziglar and family, Jeff Allen, Muniba Mazari, Jason Wilson, Mark Pentecost, Michael Hyatt, Molly Fletcher, and John Foley, just to name a few...

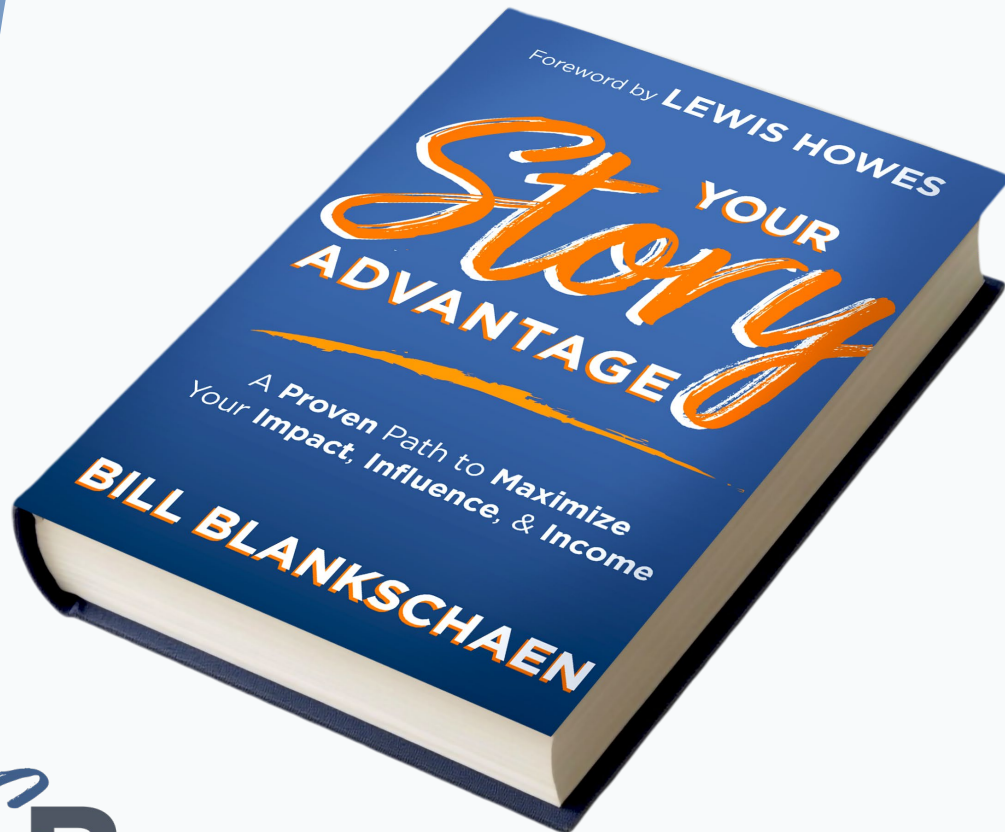


What's Your Story?

A lot of people with meaningful messages that you might not have heard of--yet.



Author of *Your Story Advantage*



“Bill didn’t just write a book, he created a game plan to unlock the one thing no one else on this planet has: YOUR story.”

—**Dean Graziosi**, serial entrepreneur & multiple New York Times bestselling author

“A must-read for anyone who wants to stand out on the stage.”

—**Grant Baldwin**, founder/CEO of The Speaker Lab

“Get ready to unlock your story, step into greatness, and truly change the world!”

—**Lewis Howes**, Host of The School of Greatness show & multiple New York Times bestselling author

“Your story can give you an advantage, and Bill Blankschaen is a specialist in helping you do this.”

—**Jim Cathcart**, Former NSA President and Author of *The Acorn Principle* and 26 other books



Breakthrough begins
when you start with
Your Story.

What do I mean by story?

Your brand's **MEANINGFUL MESSAGE**

Told in your **UNIQUE STYLE**

To serve a **SPECIFIC NEED**

What Makes You *Unique*?

No one else has your...

- Origin Story
- Experiences
- Credentials
- Successes
- Mistakes Made
- Lessons Learned



No one else is... *YOU!*

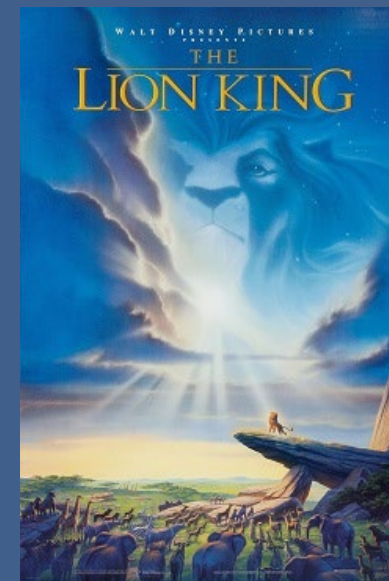
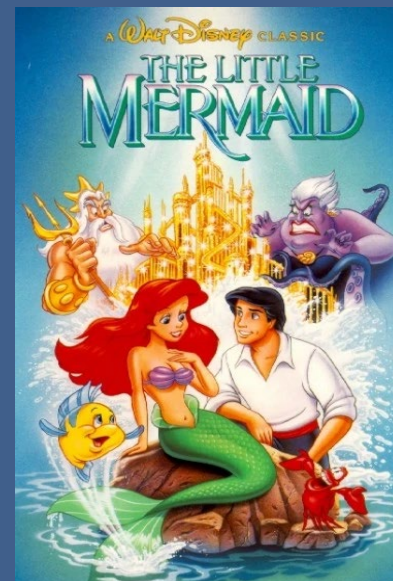
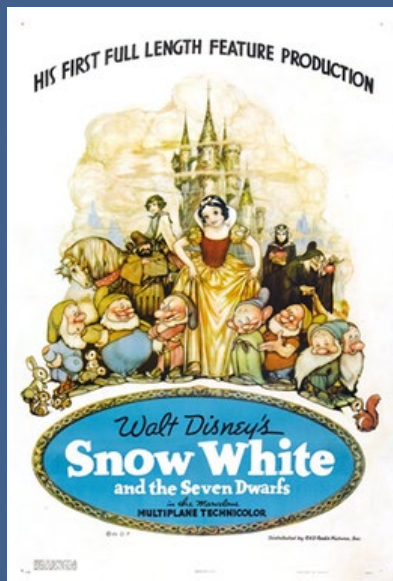
The *Story*Multiplier Formula

$$\text{WHO} \times S = I^3$$

- WHO = Who you are
- S = How well you tell your Story
- I^3 = Determines your Impact, Influence, and Income

Stories give:

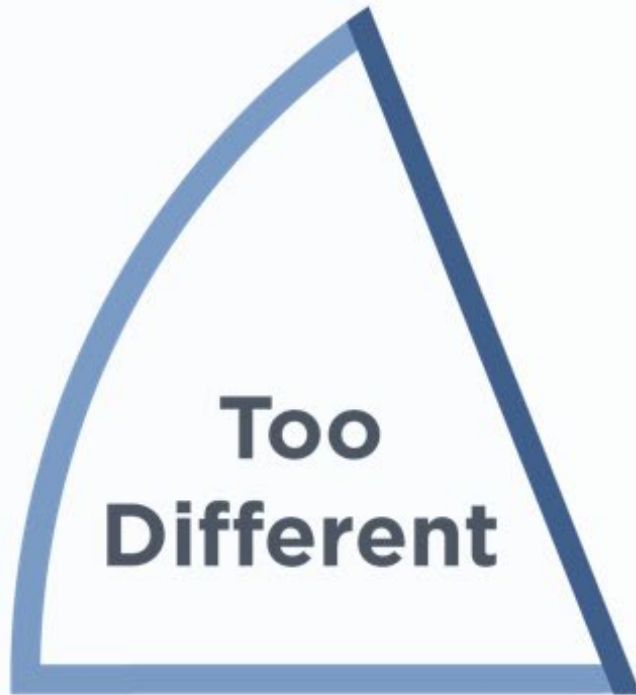
- **Shared context** in which your message gets interpreted
- **Emotional connection** to your message
- Faster path to **foster trust**
- Make your message “**sticky**” and **memorable**
- **Visual cues** for learning and retention







The Connection Continuum

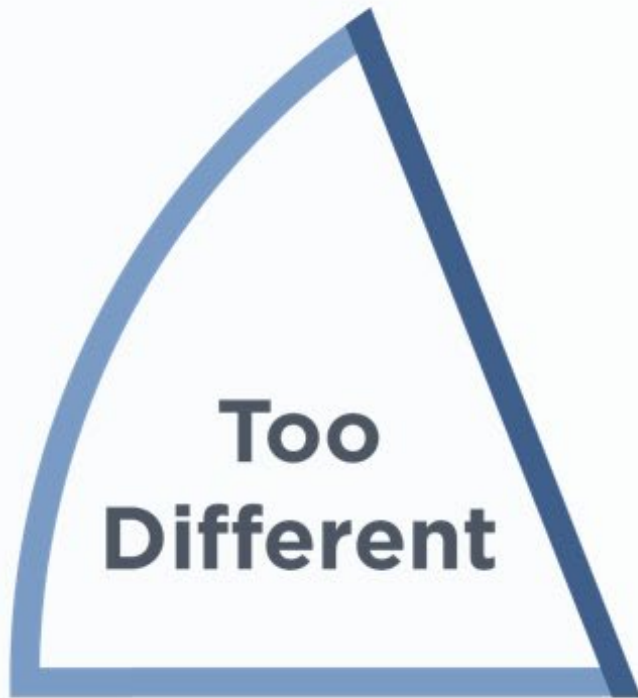


Disconnection

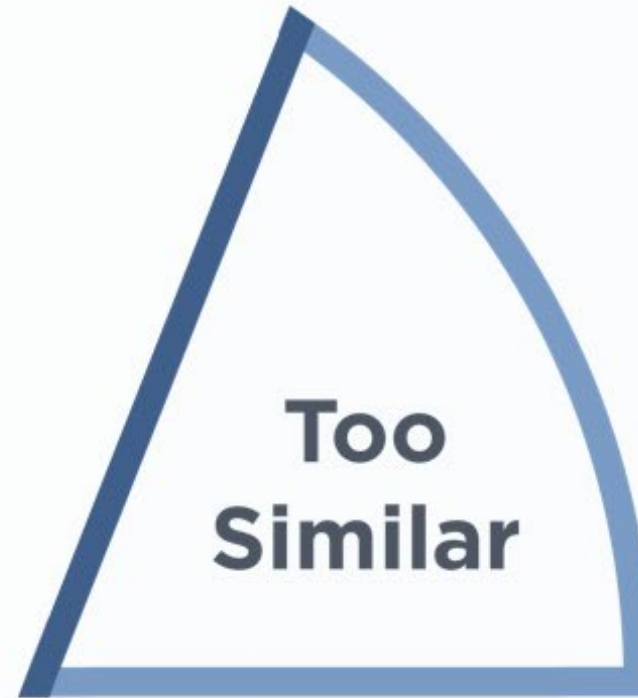
The Normalcy Trap

What feels not valuable to you is exactly what
someone else needs.

The Connection Continuum

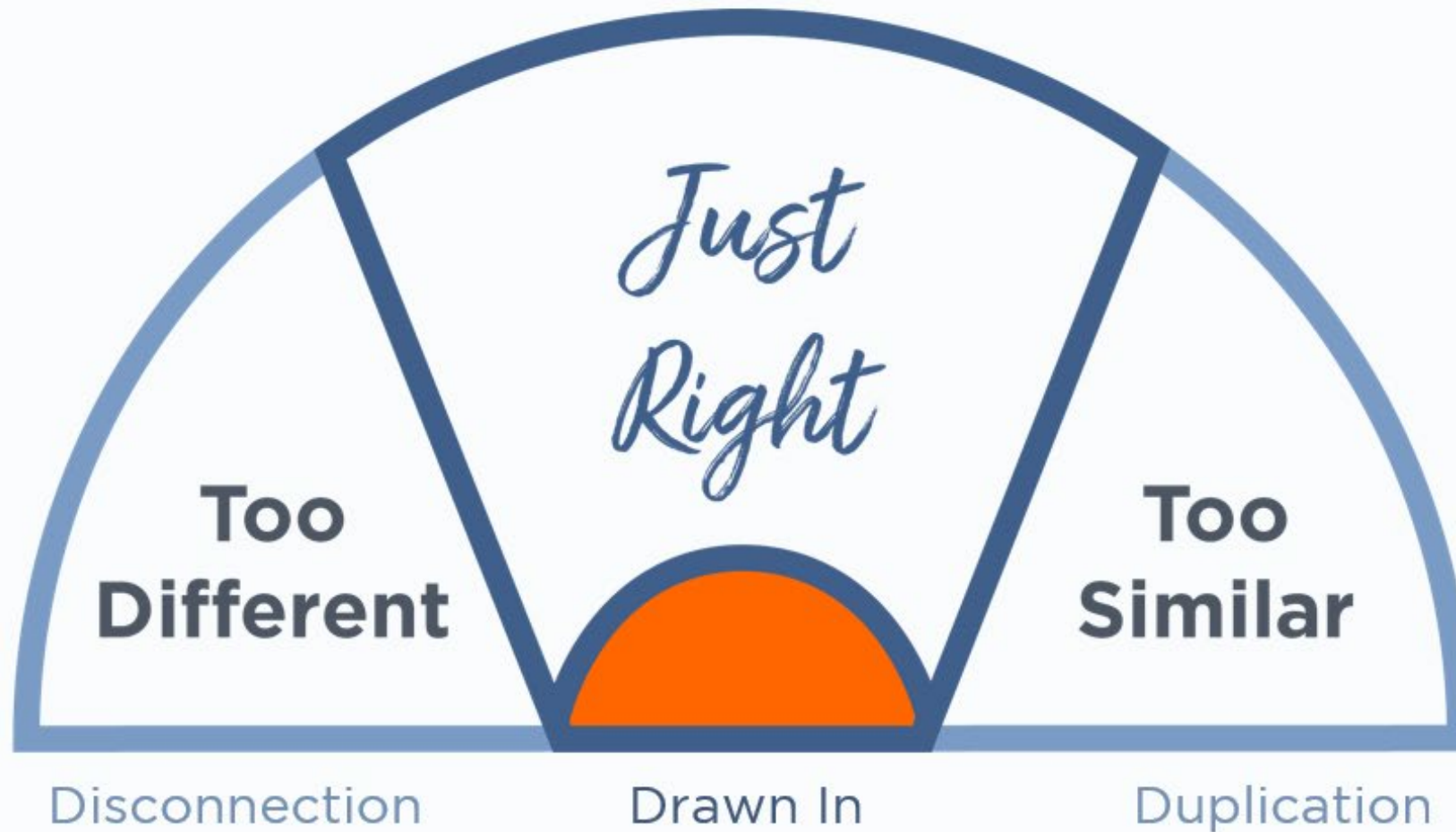


Disconnection



Duplication

The Connection Continuum



Good storytelling requires BOTH science and art.



Architecture



Driving



Music

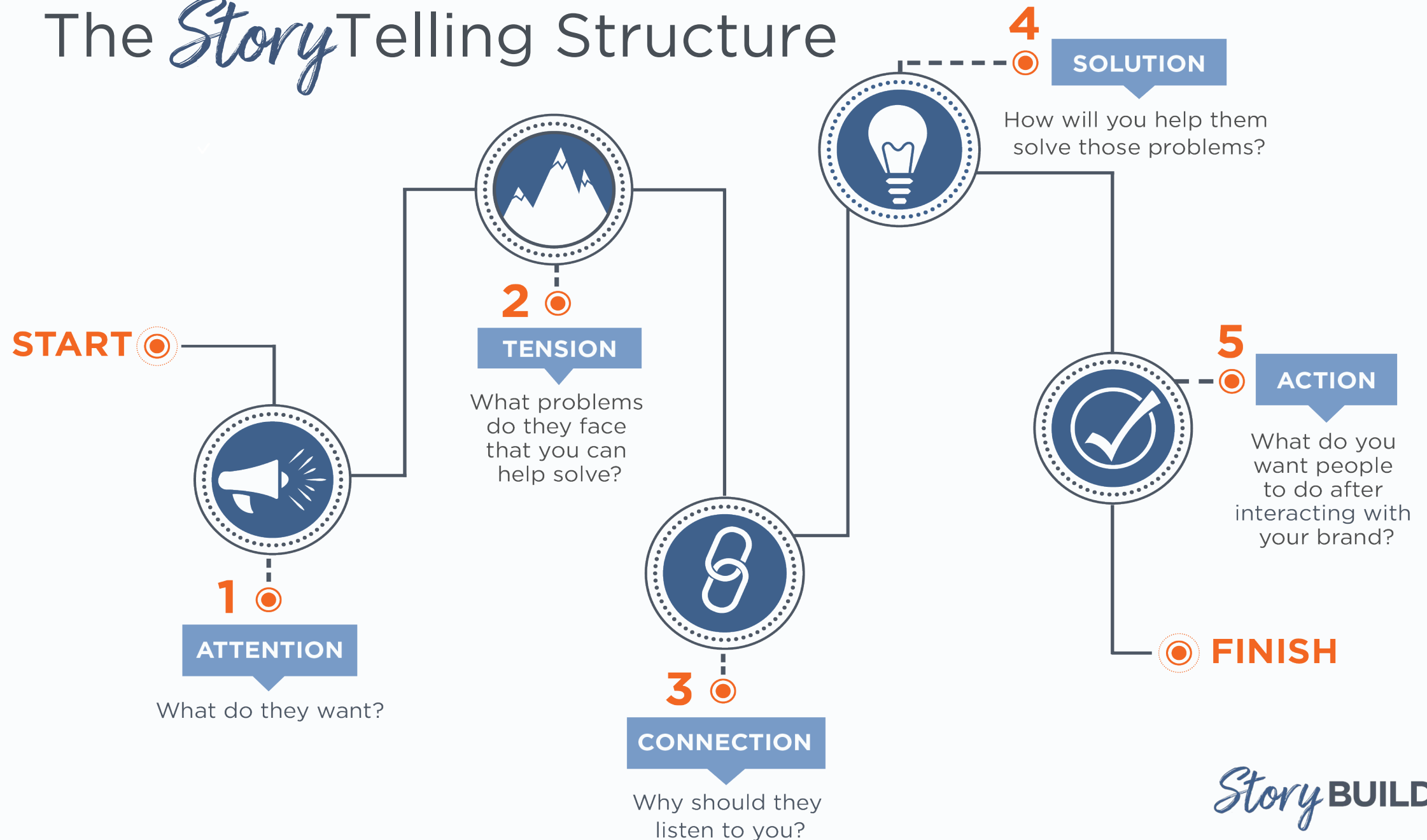


Golfing

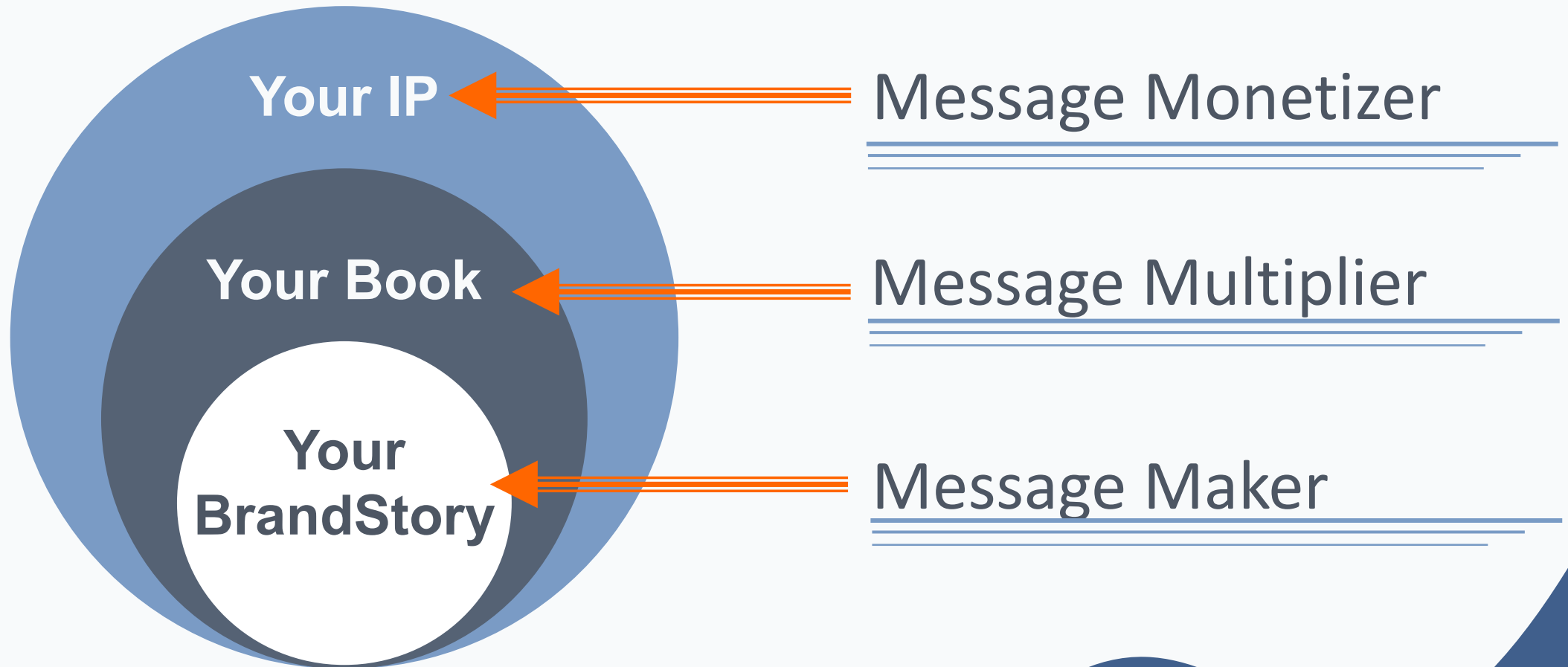


Cooking

The *Story*Telling Structure



Your StoryEcosystem



Your story is *about* you,
But your story is not *for* you,

"To have a positive influence on all who come in contact with Chick-fil-A."

- Highest-performing fast-food chains in terms of revenue per location.
- Privately held, family-owned restaurant chain with over \$21 billion in annual sales (2024).
- Top-performer in customer service and brand loyalty year after year.
- Uses customer-centered stories to reinforce themes of kindness, gratitude, and connection



"Inspire and develop the builders of tomorrow."

- Founded in 1932 in Denmark; name comes from “leg godt” = play well.
- Over \$9 billion in annual revenue with global presence in 130+ countries.
- Cross-generational appeal: kids, adults, educators, hobbyists.
- Marketing shows kids (and adults) as imaginative creators—not passive consumers.

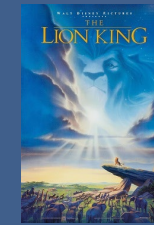
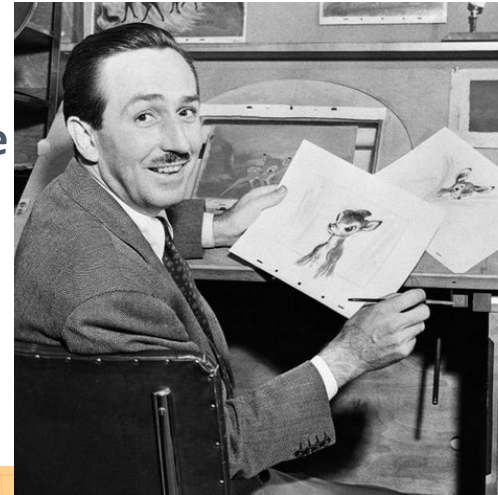
LEGO



"Creating happiness through magical experiences."

- Founded in 1923 by Walt Disney—now a \$200B+ global entertainment empire.
- Consistently ranks as one of the most beloved and recognizable brands in the world.
- It's not just about watching—it's about feeling, visiting, wearing, and becoming part of the story.
- Parents pass Disney stories to their children, creating shared memories.

Disney



The BrandStory Gap

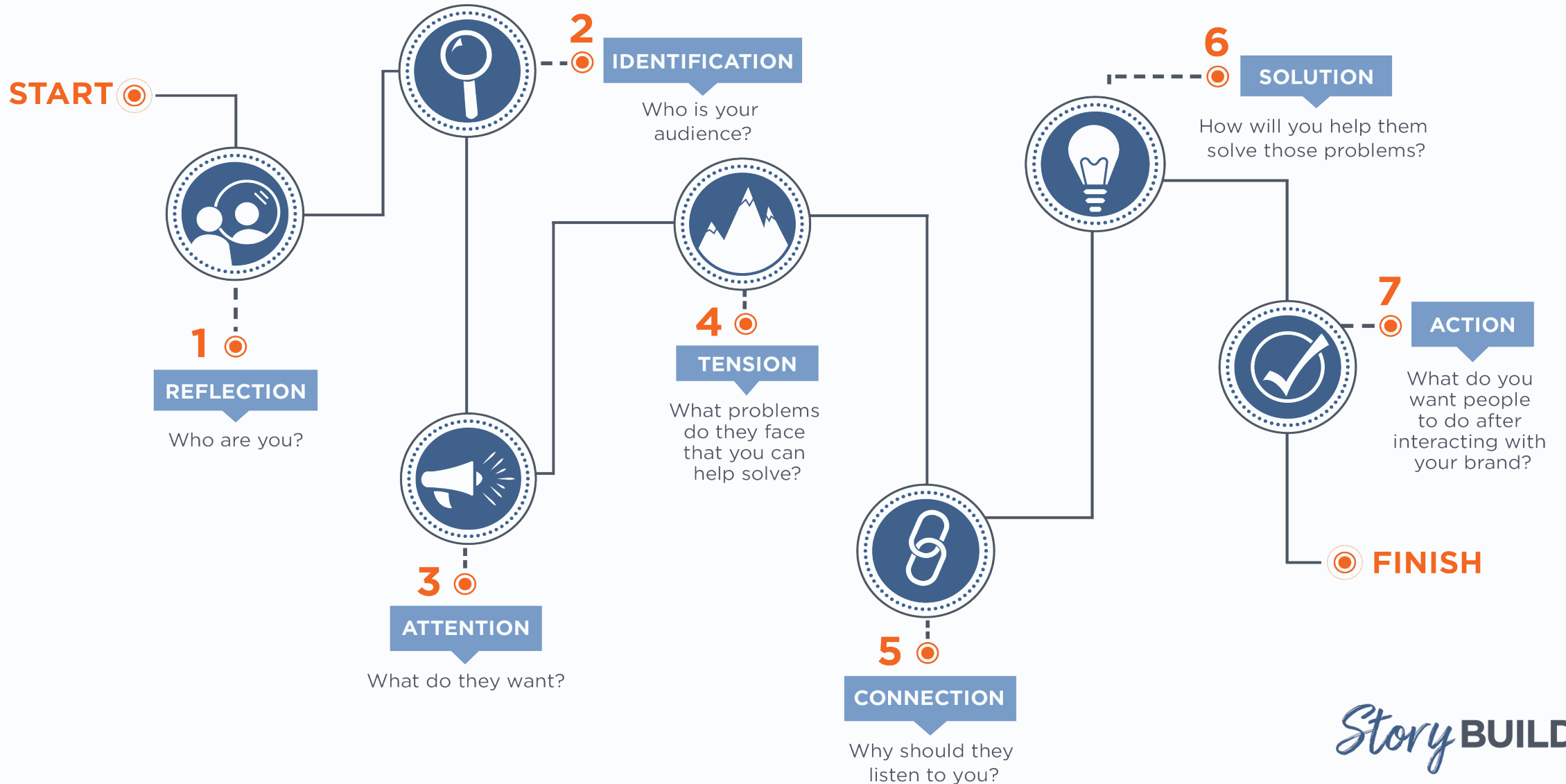
POOR	GREAT
Scattered: You haven't narrowed down what you do well.	Focused: You have an intentional message that shares what you do.
General: You're trying to reach everyone, so you're reaching no one.	Specific: Your message is distinct and narrowed to your audience.
You-focused: You think only about what you want to say instead of what others need to hear.	Audience-focused: You think strategically and share about what your audience wants to hear.
Confusing: Your message is cluttered and doesn't make sense.	Clear: Your message is simple and easy to understand.

The BrandStory Gap

POOR	GREAT
Wordy: Your message is too detailed and in the weeds.	Concise: You say what needs to be said and nothing more.
Forgettable: You haven't found what makes you distinct and how to say it.	Sticky: You tell your message in a way that's memorable and useable.
Random: There's no common thread in what you're saying, so it's hard for others to share your story.	Repeatable: Your message is easy for others to remember and share.

The *Story*Telling Structure

With Brand*Story* Addition



*Story***BUILDERS**

The *Story*Telling Structure



1. Reflection.

Who are you... Really?

The Confidence Trap

We tend to

Deify others and

Diminish ourselves.

Your BrandStory: Step 1. Reflection

Your **WHY** trumps your **WHAT** and your *how* and positions you to better connect with your audience.

But... Your **WHY** must be authentic to **WHO** you are.

Your BrandStory: Step 1. Reflection

Don't start with **WHY**. Start with **WHO**.

WHY and **WHAT** we do flows naturally from **WHO** we are.

None of us really start with **WHY**. We start with **WHO**.

The *StoryFocus* Question

If someone were to engage with your brand and remember only **ONE THING**,
what would you want that **ONE THING** be?



The *StoryFocus* Question

If someone were to engage with your brand and remember only **ONE THING**,
what would you want that **ONE THING** be?



A brand about EVERYTHING
is a brand about NOTHING.

The *Story*Telling Structure



2. Identification.

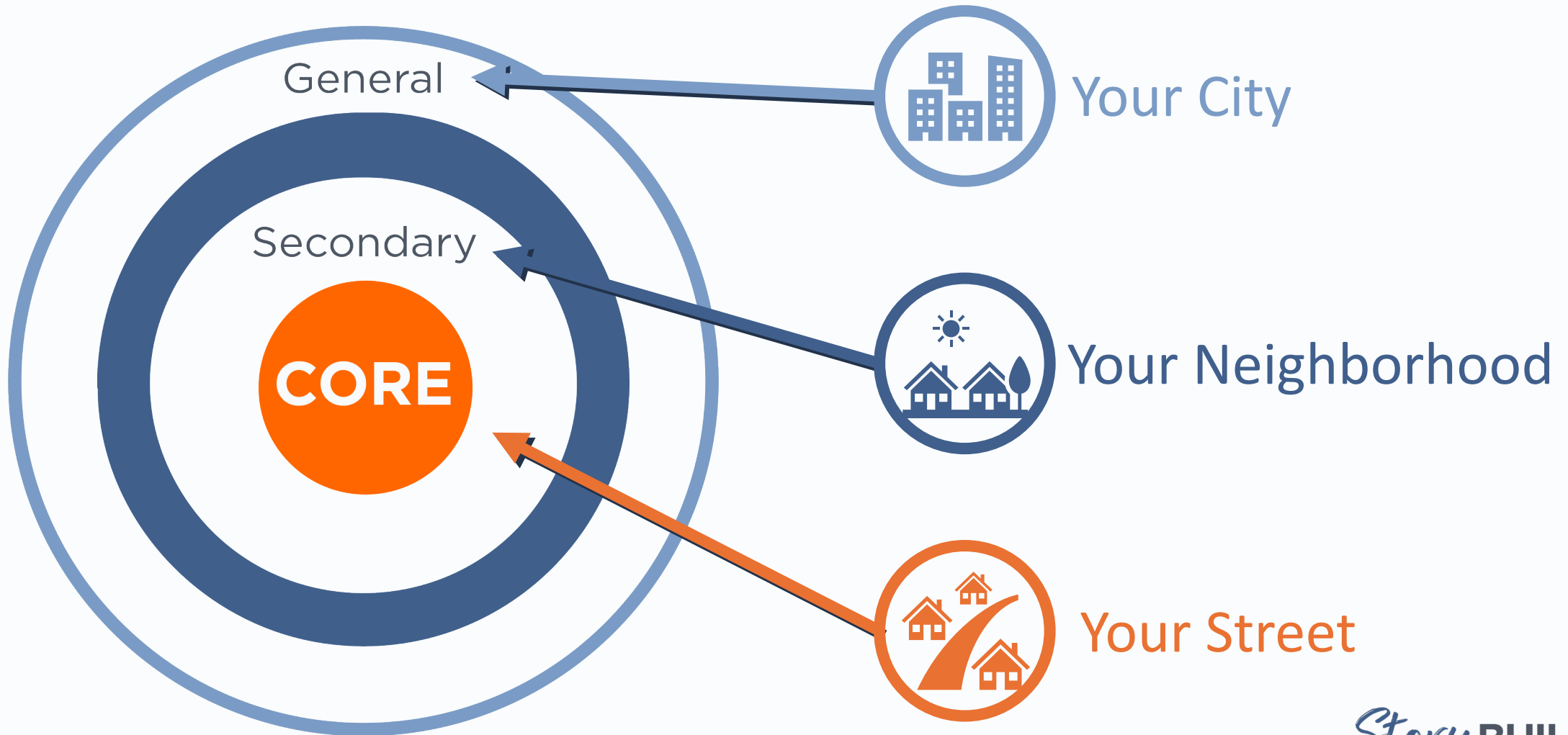
Who is your customer or audience?

Your BrandStory: Step 2. Identification

“You are most perfectly positioned to serve the person you once were.”

- *Rory Vaden*

Your Ideal Audience



The *Story*Telling Structure



3. Attention.

What does your customer or audience want... Really?

Your BrandStory: Step 3. Attention

Know the difference between what they **WANT** and what they **NEED**.

Unleash the question: **WHY?**

What do they really want?

The *Story*Telling Structure



4. Tension.

What's keeping them from getting what they want?

Your BrandStory: Step 4. Tension

Tangible: Stuff on the surface

- Clogged plumbing
- Leaky roof
- Dysfunctional team
- Lack of Money
- Not enough Time
- Physical pain
- Ignorance
- Connections

Your BrandStory: Step 4. Tension

Intangible: Stuff below the surface

- I'm jinxed
- Not being enough
- Getting it wrong
- Things never work out for me
- What will my spouse think?
- What if I fail and everyone laughs?
- I just knew it would all fall apart
- I don't want to get rejected again
- Money just doesn't like me
- I never get any breaks
- I'm not worthy



Does their problem align with your StoryFocus?

Yes ☐ No ☐

The *Story*Telling Structure



5. Connection.

Why should they listen to you?

Your BrandStory: Step 5. Connection

Establish **EMPATHY**.

Let them know that you “**get**” their pain.

- You’ve been there, done that.
- You have the scars to prove it.
- You can empathize with what they are going through.
- You know a thing or two because you’ve seen a thing or two.

Tell your story here... but only in a way that helps them see that **you** connect with **their pain**.



**People don't care how much you
know until they know you've felt the pain
of walking in their shoes.**

Do they know you feel their pain? Yes ☐ No ☐

Your BrandStory: Step 5. Connection

Demonstrate SUCCESS.

- How did you overcome the problem they face?
- What relevant successes have you experienced?
- What is your track record?
- What recognition, awards, or honors have you received?
- What credentials would you point to in order to demonstrate your success?

Don't be shy here. It's your time to brag.

People want to know you've
been **THERE** done **THAT**—
and **SOLVED** it!

The *Story*Telling Structure



6. Solution.

How will you help them exactly?

The Creativity Conundrum

The more creative ideas you have
the harder it is to get any of them done.



The *Coffee Shop* Question

If I were struggling with the problem you solve and we met for coffee, what steps would you take me through to solve it?



Your BrandStory: Step 6. Solution

What will you call your solution?

“Naming something permits us to store it,
work on it, and talk about it.” —*Seth Godin*, Marketing Guru

What is Your Core Process?

What do you call it? (Hint: It's not for you.)

The *Story*Telling Structure



7. Action.

What is the next best step to take?

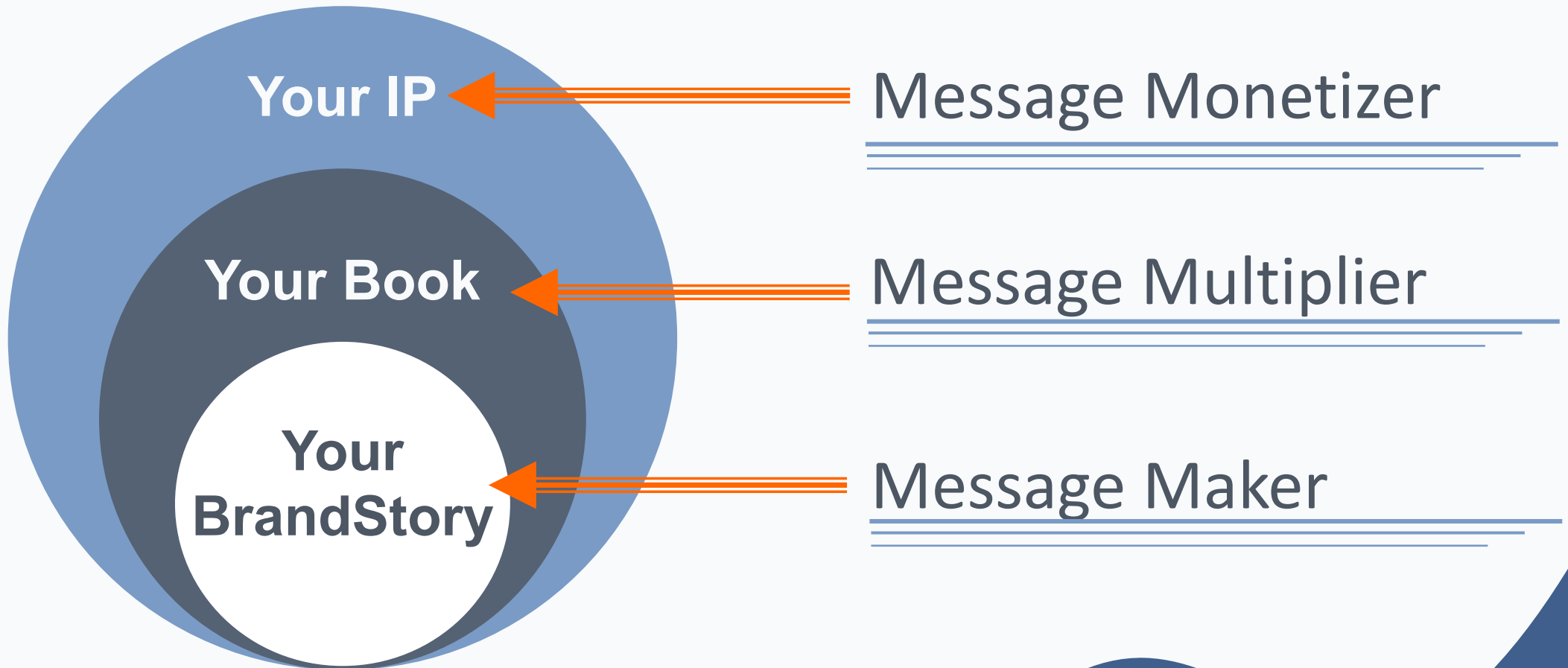
Your BrandStory: Step 7. Action

Don't assume people will know what to do next.

Keep it simple and clear.

Ask for what you want.

Your Story Ecosystem



Nothing Captures *You* Like a *Book*

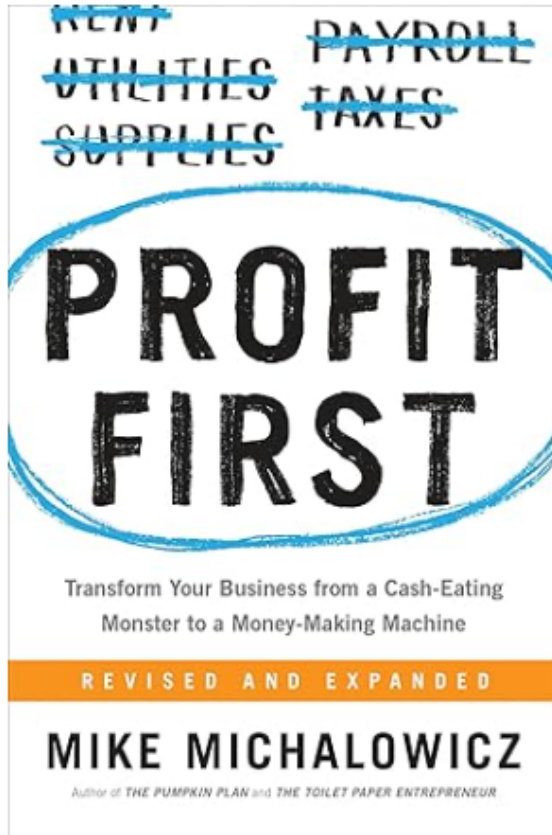
- “The Authority” Credential
- Door Opener for Opportunities
- Business Growth Multiplier
- Core Content Clarity
- List-Building Catalyst





*A book can go places you will never go
and touch more people
than you could ever know.*





Profit First: Transform a Money-Making Machine

21, 2017

by Mike Michalowicz (Author)

4.8 ★★★★★ (9,517) 4.3 on Goodreads

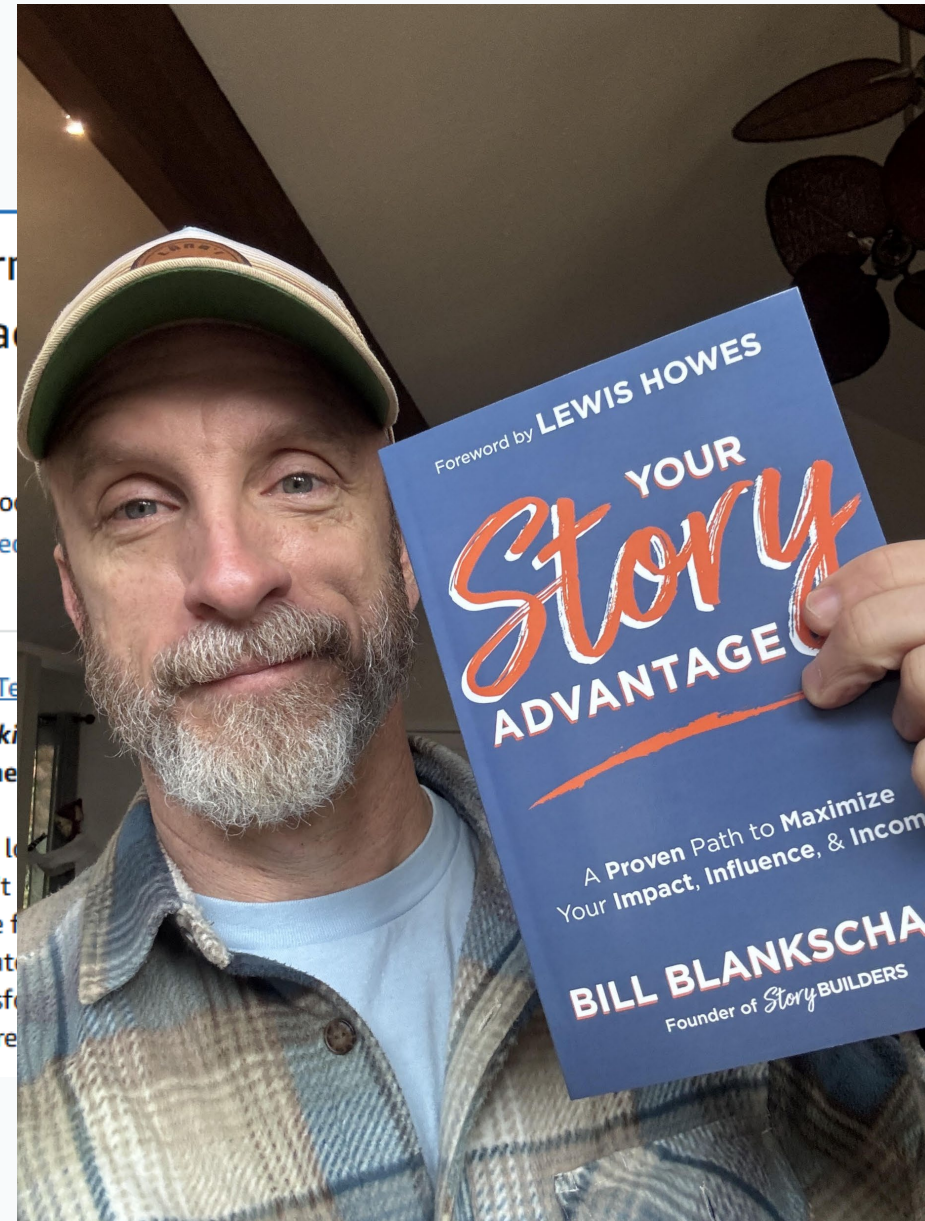
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moral
legacy is to
remains for
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"Molly Fletcher pushes us to align our daily pursuits with our purpose. It's a powerful formula."

— CHRIS ANDERSON, head of TED and author of *Infectious Generosity*





Scott Grates • 2nd

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On a mission to help business...

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**USA
TODAY
BESTSELLER**



The Secret to Creating Infinite Opportunities
to Grow Your Small Business

REFERRALS DONE RIGHT



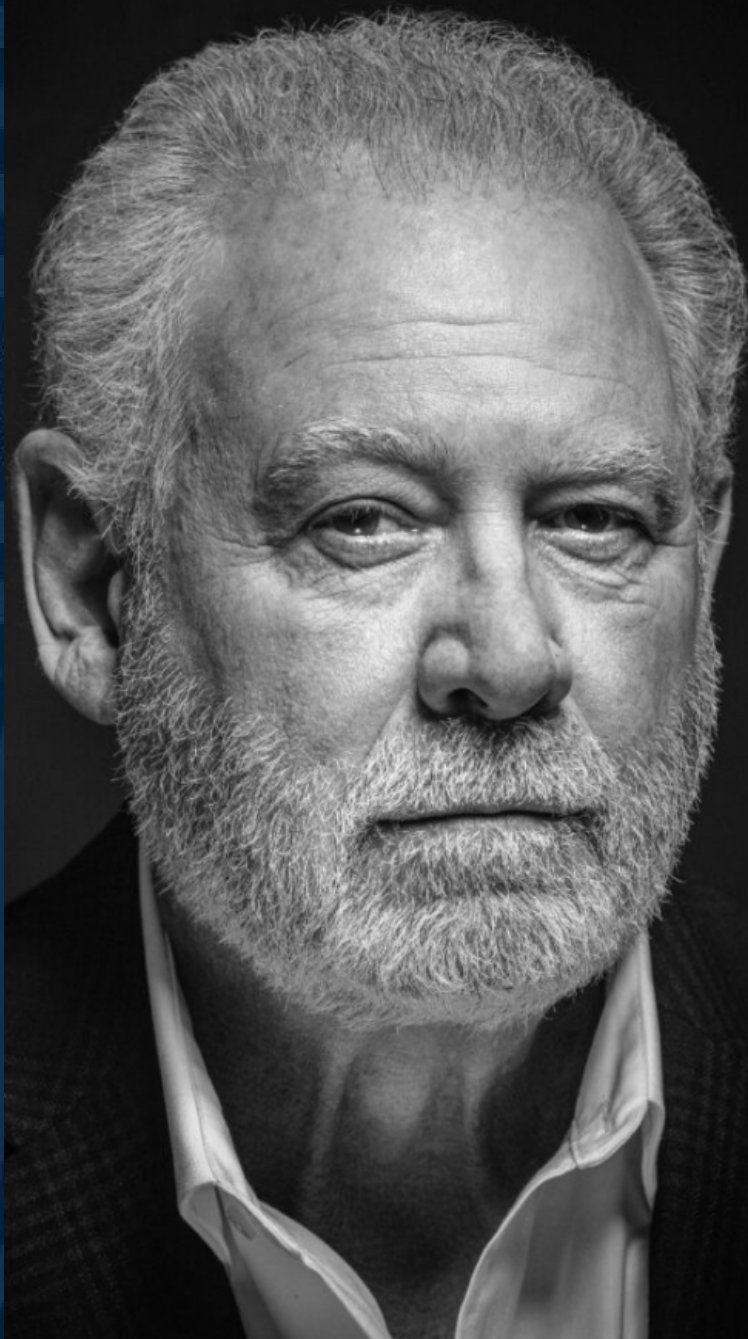
Scott Grates



REALITY BENDERS

HARNESS THE POWER OF EMOTION
UNLOCK INFINITE POSSIBILITIES
REIGNITE YOUR IMAGINATION

GREG CAGLE



The **4** *of* **DIMENSIONS** **CULTURE**

AND THE **LEADERS** WHO **SHAPE** THEM

GREG CAGLE

If you want to **Elevate**,
you must **Collaborate**.

“I wouldn’t think of writing a book alone, and the world-class partner I trust for book development is Bill Blankschaen and the StoryBuilders team.

I highly recommend working with them!”

–**Lewis Howes**



BrandStory AUDIT

What You Get...

- **Thorough review** of your current messaging (site, assets, bio, etc.)
- Assessment using **our proven StoryTelling Structure**
- **Report of Findings:** where is the friction or disconnect?
- Identify where to focus and **how to improve**
- **1 Hour Live Consultation** with Bill and storytelling experts
- See how your BrandStory can **elevate your Story EcoSystem**



BrandStory **AUDIT**

Special Savings!

Your Investment

\$1,500



BrandStory **AUDIT**

Special Savings!

Your Investment

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BrandStory AUDIT

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Save 80%!
Only \$297



*Your story is ABOUT you
but your story isn't FOR you.*



Will you answer the call to steward your story?