Be the guide, not the hero
Andrew Careaga | Missouri S&T Brand Symposium
Sept. 27, 2018
‘Then last of all Arthur tried.
He took the sword by the hilt and drew it from the stone quite easily.’

_A Child’s History of England_  
(1906)
'It has always been the prime function of mythology and rite to supply the symbols that carry the human spirit forward, in counteraction to those that tend to tie it back.'

Joseph Campbell
*The Hero with a Thousand Faces*
THE HERO’S JOURNEY
The Mundane World

The hero begins the story in a place they have no desire to be...
But what does **THE HERO’S JOURNEY** have to do with branding?
Every hero needs a guide... and that’s where we come in.
‘The story must always be focused on the hero, and if a storyteller (or business leader) forgets this, the audience will get confused about who the story is really about and they will lose interest. This is true in business, in politics, and even in your own family. People are looking for a guide to help them, not another hero.’

Donald Miller

Building a StoryBrand
‘When we position our customer as the hero and ourselves as the guide, we will be recognized as a trusted resource to help them overcome their challenges.’

Donald Miller
Building a StoryBrand
YOUR ONE-PAGE BRAND SCRIPT

You are here

MEETS A GUIDE WHO UNDERSTANDS THEIR FEAR

A CHARACTER WITH A PROBLEM

AND GIVES THEM A PLAN

THAT CALLS THEM TO ACTION

THAT RESULTS IN...

success

COMEDY

failure

TRAGEDY

From *Building a StoryBrand*, by Donald Miller
CREATE YOUR OWN BRAND SCRIPT
(GROUP EXERCISE)
Our heroes...
Our heroes have thousands ...
Our heroes have thousands of faces