

Atlanta Marketing Consultant Announces Successful Completion of StoryBrand Guide Certification

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Atlanta, GA - October 10, 2017 - Ray L. Perry, founder of MarketBlazer, Inc., announced his completion of the StoryBrand Certified Guide training, presented in Nashville, Tennessee. Ray had previously completed the StoryBrand Certified Copywriter training.

Mr. Perry is the author of several books, including ?Guide to Marketing your Business Online? (2011), and co-author of ?Renewable Referrals? (2014), ?The Small Business Owners Guide to Local Lead Generation? (2015), ?Do Leadership: A step-by-step Guide to Doing Thought Leadership? (2016) and the soon to be released ?Avid Strategy: How Focus, Culture and Commitment can grow your Small Business?. He also co-authored the ?Marketing Guides for Small Business? series of eBooks, all designed to help small businesses grow by attracting, engaging, and converting prospects in today?s digital marketing world.

Content and copywriting play a significant role in helping prospects get to know, like, and trust a business enough to make a buying decision. At each step in the customer journey, a company?s marketing communications can either move prospects closer to the point of purchase or further away. Unfortunately, many marketers struggle to understand what form their marketing communications should, and should not,

take to maximize the likelihood of generating more sales.

Investing in the Certified StoryBrand Guide course was a simple decision for Mr. Perry, who demonstrates a significant commitment not only to continuing education, but also to implementation of emerging best practices in an ever-evolving industry. ?Telling a company?s story in a way that builds a strong connection between the company and its customers results in a dramatic increase in sales,? he says. ?Going through the StoryBrand training gave me a repeatable system I can use for all of my clients.?

Companies such as Zaxby?s, Prime Lending, Berkshire Hathaway HomeServices, Pantene, Intel, and Steelcase swear by the StoryBrand system of creating marketing messages. In fact, several large brands began clamoring for the opportunity to hire StoryBrand Certified Guides, sparking the idea for creating a certification program.

Small and mid-sized businesses can use the same system to improve their revenue numbers as well. The challenge for most marketers, according to StoryBrand founder, Donald Miller, is the ?Curse of Knowledge? which makes it hard to communicate in ways that prospects can absorb effectively. Because companies have a full understanding of what their products and services do and how they do it, they often struggle to communicate with people who lack that understanding.

The first focus of the Certified StoryBrand training was to grasp the principle of simplicity. Content needs to pass what Miller calls ?The Grunt Test? ? and not overwhelm prospects with too much information or too many options for which the next step they take in response to what they have read. Given too many options for a next action, most prospects will take no action at all. Throughout the StoryBrand training, students learned how to analyze and improve every form of content marketing most companies use.

For more information about the marketing consultant services Mr. Perry provides, or to request a complimentary marketing audit, visit www.RayLPerry.com.

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Ray L. Perry

Ray is a Marketing Consultant, Business Advisor, Author and Master Marketing Consultant certified by Duct Tape Marketing. Ray helps his clients develop marketing strategies to find their ideal prospects that have a need for their products and services.

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