# Atlanta Marketing Agency Announces New Certification as StoryBrand Guide

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Atlanta, GA - October 10, 2017 ? MarketBlazer, Inc., an established leader in small business marketing, announced the successful completion of its training as a Certified StoryBrand Guide by their Chief Marketing Officer, Ray L. Perry.

Known for its success in generating and driving targeted leads to small businesses in the Southeastern U.S., the leadership of MarketBlazer, Inc. regularly invests in continuing marketing education. Today?s marketing environment is loud and crowded, with businesses of all sizes vying for the shrinking attention span of prospective customers. Most companies do an excellent job of communicating with prospects from their own point of view ? but a poor job of conveying the information that matters most as those prospects make buying decisions.

The decision to go through extensive training to become even better equipped to tell clients? stories was an easy one. Says MarketBlazer, Inc.?s Chief Marketing Officer, Ray L. Perry, "Because the StoryBrand Certified Guide training achieves mastery of the seven essential elements of high-converting content, they contribute exceptional value to their clients' marketing efforts and help them attract, engage, and retain ideal

clients. Completing the Certified StoryBrand Guide training provided me with a repeatable framework that builds the kind of instant connection with customers that results in sales.?

?This is the best marketing innovation I?ve seen in years,? says marketing expert Michael Hyatt. StoryBrand training courses are touted as helping businesses double, triple, and even quadruple in revenue. The main emphasis of the training is to help marketers understand what their prospects are really looking for, which while it sounds simple, is often a challenge. The challenge arises because of what StoryBrand founder Donald Miller calls ?The Curse of Knowledge? which is, in part, the tendency to speak over the heads of prospects, emphasizing features and benefits of products and services that may not resonate with them.

Throughout the Certified StoryBrand Guide training, students learned to simplify and amplify the initial message communicated to prospects rather than overwhelming them with options that distract them from moving closer to the point of sale. Many corporations have found the results of this training so valuable that they began asking Donald Miller to create a certification program so they would have a sort of litmus test they could use in hiring StoryBrand Certified Guides. The StoryBrand system applies to every form of marketing communication, including static website content, website design, print materials, blogging, premium content, email marketing content, and more.

For more information about the marketing services MarketBlazer, Inc. provides, or to request a complimentary marketing audit, visit www.MarketBlazer.com.

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**MarketBlazer, Inc.**

*Atlanta based, MarketBlazer, helps businesses grow with their strategy first 7-Step Small Business Marketing System including a trust-building website, content, SEO, social media engagement, customer reviews, email marketing, and paid lead generation.*

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