

What is a Brand Book?

How to Tell Your Story
Engage Eager Prospects
& Transform Your Brand



David Safford



*5 Star-Rated Copy and
Ghostwriter*

<https://brandandbook.com>

You Have a Story to Tell

Your life led you to start a business. That journey is a story that your prospects **need to hear**.

Not only is it inspiring, it's the reason **they're going to buy from YOU!**



A **Brand Book** has the power to completely transform your business.

- No more scrounging for sign-ups and clients.
- No more waiting for the sales to come in by month's end.
- No more wasting thousands on ads and freelancers.

A **Brand Book** puts YOU in the driver's seat of your business like NOTHING ELSE.

Your Message, Values, and Position: *Defined With Pinpoint Precision*

A great story is founded on core ideas and themes.

With a **talented and experienced storyteller** on your team, you can:

- Confidently crystalize your MESSAGE
- Give your values MOTION in story form that can be told on the page, in a YouTube video, or on a podcast
- Boldly establish your MARKET POSITION
- Create a "Customer Campfire," a GATHERING SPACE where your story, ideas, and brand values are the focus



What is a Brand Book?

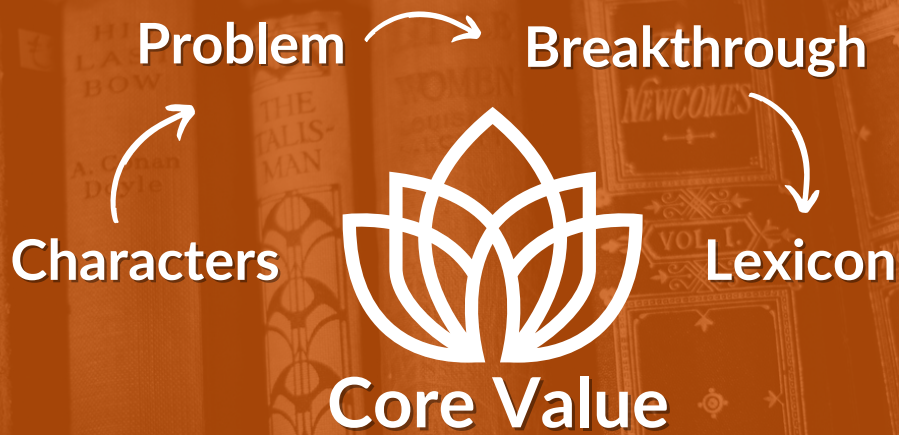
“A **brand book** is a legend to admire and a handbook to follow.

It is your story and your customer's story as you break through life's greatest dilemmas.”

The best way to publish and distribute your brand's core vision is through a beautiful, perfectly-planned, and well-written **BRAND BOOK.**

A **BRAND BOOK** is the central element of a focused brand positioning strategy that focuses on its most important human asset: **YOU** and **YOUR STORY!**

A Brand Book Establishes CORE CONCEPTS



Value

"Your core life value:
Hope, joy, recovery,
health, faith, etc"



Characters

"Key figures in your heroic
journey through the
problem and
breakthrough."

Problem

"The Dilemma, Pain, or
Obstacle that held you back
and now holds customers back
from peace and prosperity."



Breakthrough

"The repeatable, saleable,
and sacrificial action you
took to overcome the
problem."

Brand Lexicon

"Words and phrases you've deliberately chosen and supported with stories, images, and testimonies that represent your brand and all it has to offer."

Brand Book + Core Lexicon = Endless Evergreen Content

Each sub-section, chapter, and part is the source of every imaginable kind of content:

**Blog Posts /
Substack Articles**

Podcast Topics

**Social Media
Threads, Reels,
Carousels, etc**

YouTube Scripts

Website Copy

**Keynote
Addresses**

**Authority,
Credibility**

**Brand Values,
Vision, and
Mission**



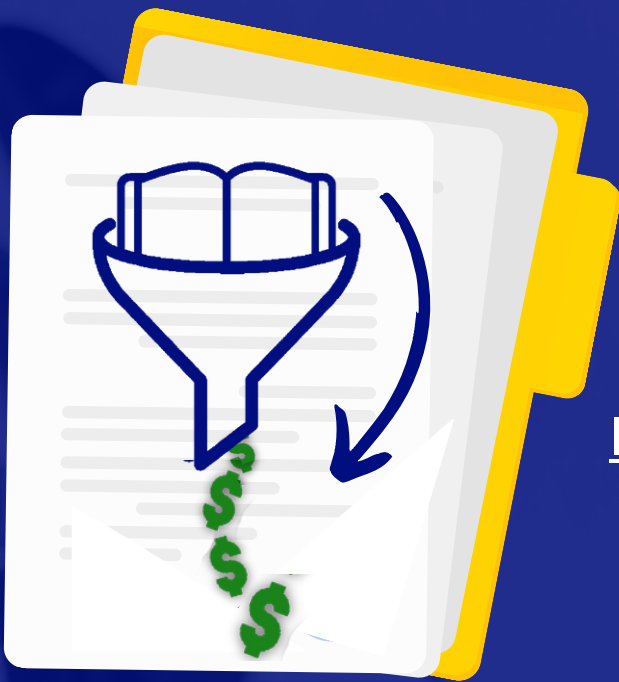
Your Book → Your Funnel

Here's the best part:

You don't commission a brand book to sell it.

You commission a Brand Book to sell EVERYTHING ELSE.

It's Called the Book-Shaped Funnel



It's how hundreds of small businesses make 5-and-6-figures every month.

It's simple and totally awesome!

- Work with David Safford to plan and write your book
- Position the book at the top of your funnel
- Drive new sign-ups, webinar attendance, podcast downloads, YouTube views, etc, by giving away parts of your book (or all of it!)
- Tease prospects with all the "secrets" of your market niche the book contains
- Watch as your prospects become brand-oriented and enthusiastic about you and all you have to offer!

Are You Ready to 10x Your Revenue?

I'd love to help you achieve this goal, or any other business objective you have!

- Grow your email list
- Connect with other businesses
- Network with industry leaders
- Establish your voice
- Secure your market position
- Tell your riveting life story



Then Let's Get Started!



I'm David Safford
and I'd be honored
to write for you.

Who I Am

I've helped hundreds of authors, storytellers, and entrepreneurs put their stories in book form over the last 6 years.



Recently I've had the privilege to ghostwriting brand books for:

- Counselors
- Motivational Speakers
- Nonfiction authors
- Pastors
- Life Coaches
- Missionaries

My specialty is **story psychology**.

Based on Joseph Campbell's "monomyth" research, story psychology focuses on how readers consciously and unconsciously interact with a story and its elements.

That's a fancy way of saying,
"How to make sure readers like your book."

A story needs to work at its core.
If it doesn't, readers will lose interest or
lose empathy.

My books don't let that happen.

That's why practically everything I write
has earned a 5-star rating from readers.



" ★ ★ ★ ★ ★ "

What My Clients Are Saying

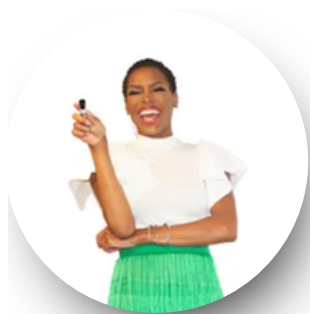


Christopher B.
**International
Missionary**



"JUST WONDERFUL! Working with David on my newest book project was an absolute delight! He not only grasped my goals and objectives, but understood the emotions and overarching theme I wished to convey. It is evident that he possesses a remarkable God-given gift for writing. He created a breathtakingly magnificent book.

Thank you, David!"



Phoenix Z.
**CEO,
Entrepreneur,
Life Coach**



"I wish I could give David 1 million stars! David exceeded my expectations and truly went above and beyond to bring my story to life. I love his writing style, personality, attention to detail, acute ear and everything about him.

This has been a pleasure!"

What My Clients Are Saying, cont.



Richard H.
Indepedent
Filmmaker



"David was a tremendous asset in helping rebrand my resume, and cover letter, and LinkedIn. Top-notch final products and excellent communication.

Thank you, David!"



Brandy M.
University
Admin.



"David was personable, communicative, and extremely flexible. He worked with me on edits, my requests, and even threw in an extra perk.

I am so satisfied with my purchase and will definitely use this service again in the future!"



Larry P. - Author, Entrepreneur



"I really enjoyed collaborating with David on this project. I hope we get a chance to work together again in the near future."

Let's Get Started Today!

No two Brand Books are the same.

You choose the right book for your business goals.

Your Story. Your Book.



Manifesto

- ✓ Up to 15K words, or **6-8 Chapters**
- ✓ Brand Consultation
- ✓ Optimized "About" Page & Sales Page
- ✓ Cover & Jacket Design
- ✓ Interior Formatting for Kindle & Print
- ✓ 3 Content Scripts
- ✓ 2 Email Sequences
- ✓ 30-Day Timeline

Start Planning Your Manifesto



Memoir

- ✓ **Everything in the Manifesto PLUS:**
- ✓ Up to 35K word book, or **12-15 Chapters**
- ✓ Optimized Webpages: About, Sales, Mission & Values, Contact (5 total)
- ✓ Keyword Research and SEO Optimization
- ✓ 5 Content Scripts
- ✓ 3 Social Media Post Templates
- ✓ 3 Email Sequences (Up to 5 Emails Each)
- ✓ 60-Day Timeline

Start Planning Your Memoir



Modern Epic

- ✓ **Everything in the Memoir PLUS:**
- ✓ Up to 85K word book, or **25-50 Chapters**
- ✓ Optimized Web Pages: (Up to 10 total)
- ✓ Keyword Research and SEO Optimization
- ✓ 10 Content Scripts
- ✓ Slides/PowerPoint Keynote Presentation
- ✓ 5 Social Media Post Templates
- ✓ 5 Email Sequences (Up to 5 Emails Each)
- ✓ 120-Day Timeline

Start Planning a Modern Epic



Let's Talk About YOUR Brand Book

Schedule a risk-free consultation today!

Schedule



Tell Your Story.

Transform Your Brand.

brandandbook.com