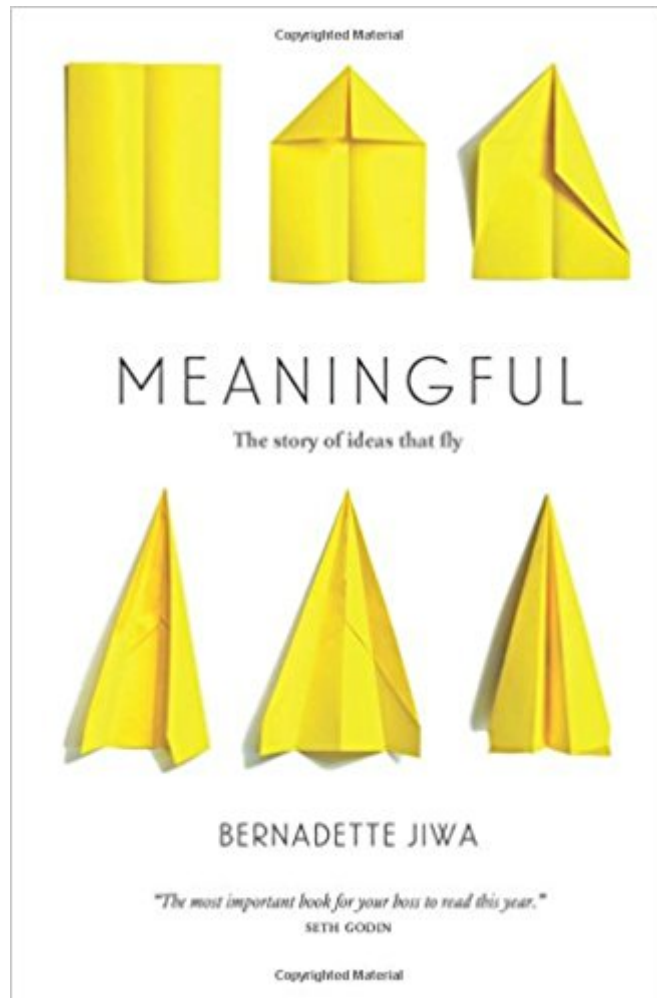




The book was found

# Meaningful: The Story Of Ideas That Fly



## Synopsis

“The most important book for your boss to read this year.” • SETH GODIN

“Empathy, relevance, and affinity—three great concepts to help you make a dent in the universe. Jiwa explains a whole new way to innovate and change the world.”

• GUY KAWASAKI "A must read for any entrepreneur or marketer. It's full of lots of 'aha' moments with a concrete tool that you can implement immediately. This book should be added to every marketer's toolkit!" • DIANE DIAZ, Instructor Digital Storytelling & Branding, FULL SAIL UNIVERSITY

“This book and the Story Strategy Blueprint inside are invaluable for anyone who wants to disrupt their industry and to know and genuinely matter to their customers. Bernadette's unique views and teachings will give you the most important, empathetic tools to know the consumer and be a successful storyteller.”

• ANTONIO ZEA, Global Director, Football Footwear, UNDER ARMOUR "As marketers our future value and success relies on using our customers as our compass. Through inspiring case studies, learn about the Innovation Trifecta and how affinity that is earned, rather than attention that is bought can power your business growth. Bernadette digs deep to explain why brands that give a damn make a difference and win in terms of profits, people and the planet." • LEE TONITTO, CEO, AUSTRALIAN MARKETING INSTITUTE One of Inc Magazine's Top Business Books of 2015.

Our new digital landscape has spawned an entrepreneurial culture and the belief that anyone with a laptop and an Internet connection has the power to change the world—to create an idea that flies. But for every groundbreaking business that started this way, a thousand others have stalled or failed. Why? What's the secret to success? What do Khan Academy, the GoPro camera, the Dyson vacuum cleaner and Kickstarter have in common? After years of consulting with hundreds of innovators, creatives, entrepreneurs and business leaders to help them tell the stories of their ideas, I have discovered something: every business that flies starts not with the best idea, the biggest budget or better marketing, but with the story of someone who wants to do something—and can't. We don't change the world by starting with our brilliant ideas, our dreams; we change the world by helping others to live their dreams. The story of ideas that fly is the story of the people who embrace them, love them, adopt them, care about them and share them. Successful ideas are the ones that become meaningful to others—helping them to see what's possible for them. Our ideas fly when we show others their wings.

## Book Information

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## Customer Reviews

Bernadette Jiwa is a brand storytelling pioneer, a champion of businesses that want to be meaningful brands and author of four #1 Business Bestsellers. Her blog [TheStoryofTelling.com](http://TheStoryofTelling.com) was voted as the Best Australian Business Blog in 2012 and chosen by Smart Company as one of Australia's Top 20 Business Blogs in 2013 and 2014. Bernadette was named as one of the Top 100 Branding and Marketing Experts to follow on Twitter and she spoke at TEDx about "The Secret To Spreading Ideas". Her work as the leader of organisational change around marketing and brand storytelling sees her consulting with and speaking to global brands, business leaders and entrepreneurs.

I first learned about Bernadette Jiwa's work from Seth Godin. He referenced her TedX Perth speech in a blog post a few years ago when she spoke about The Secret to Spreading Ideas. I have been captivated by her writing and ideas since that first encounter.

Bernadette's new book, Meaningful, The Story of Ideas that Fly continues the themes and insights about marketing. The book provides a helpful frame of reference for understanding how and where marketing fits into a brand's journey and the customer's needs. When we start with an empathic and compassionate view of those we want to serve, the product path becomes clearer. Marketing is not something we do to a product or service. Marketing starts by having a deep understanding of a customer's story and then trying to find how you can help support them in their quest for a solution. Waiting endlessly for a cab to show up was a common problem. Worrying about

paying for the cab. Concern that the cab won't be clean. But it took Uber to recognize that if they could tell you where the car was and when it would arrive, make paying easy ---it might help you manage the uncertainty and solve a problem seamlessly.

“Every business that flies starts not with the best idea, the biggest budget or better marketing, but with the story of someone who want to do something, and can.”

We don't change the world by starting with our brilliant ideas, our dreams: we change the world by helping others live their dreams.

B.Jiwa Meaningful has many examples of businesses that started by understanding a problem before they created a product or service. You can learn about Shoes of Prey, Appbot, Black Milk Clothing, Canva, Flow Hive, Go Pro, Little Flowers, Khan Academy, Harry's and Nike Flyease. Each story captures the essence of the idea that it isn't what you do that matters, but how it makes customer's feel.

When you begin with your customer's story, your chances of success expand exponentially. Through Bernadette's Story Strategy Blueprint, she maps out examples of how problems and their stories are at the origins of successful businesses. You can download a free copy of the blueprint on her book's website. The best marketing advice books help you understand how you can learn from the success and failure of others. They shed light on the simple truths of why we buy and how we are motivated. If you are struggling to market your product or service, perhaps you don't fully understand your customer's story and the problems and needs that she faces. When you do understand what motivates someone to purchase, then your product will fly. Read Bernadette's book. It's filled with meaningful marketing wisdom.

Entrepreneurs, if you are at the start of your idea, at the very heart of the seed - then this is your starting point. The compass which you need to return to, as your business evolves, as customers get tired (because trust me, they will) and as competitors strike in. So many companies and stories to feel inspired by and to learn from. This book will have you googling up Apps you've never heard of and ordering from brands that will solve the problems you thought were life's realities. Gold.

If you buy one marketing book, Meaningful should be it. I have been an avid reader of Bernadette's blog for sometime now (it's actually the only marketing blog I read) because she has a powerful way of cutting through all the jargon and getting to the heart of what marketing really is. She continually reminds me that successful marketing isn't so much about what I want to accomplish, but about

what my audience wants to accomplish. It's not so much about telling people to like my message as it is about creating something that helps my audience reach their goals. Meaningful is a wonderful summary of Ms. Jiwa's marketing wisdom. It is concise and engaging, and I found myself wanting to highlight almost every sentence. Do yourself, and your business, a favor and buy this book.

Have you ever read a business book and realized that it was a foray into what the future will look like, or rather should look like? *Meaningful* is that book! From the first page you realize the book is special, it means something deeply to the author. This book is a gift to readers and businesses large and small. In her book, *Meaningful*, author Bernadette Jiwa, helps us to understand that: "People no longer just want to buy things from us without thinking • they want to become invested in the businesses and brands that they choose to support, and they want those brands to be a part of the stories they tell both to and about themselves." [Kindle Locations 919-920] Small or large, startup or established - Successful businesses have made a fundamental shift; they realize that customer relevance has become a necessity and is also a commodity. They have shifted to a deeper meaning; away from just being relevant. That shift is to being a *meaningful business* and understand that *meaning and value are created at the intersection of the customer's worldview and your understanding of how your product aligns with that worldview.* [Kindle Locations 688-689]. The customer's story is the central concept in Bernadette's narrative. Success in business should be based on helping to create a meaningful customer story that not only incorporates the customer's journey, and problems along that path, their feelings, and what businesses want their customers to become. [Kindle Location 233 - Ref Schrage, Michael. Who Do You Want Your Customer to Become? Harvard Business Review Press, 17 July 2012.] *Meaningful* is broken down into four parts. Each part leads you on the path to storytelling by sharing insights, examples, and stories. In part four of the book we are reminded not to forget that , "your market is defined by someone's need, not by your idea" [Kindle Location 1108]. The end of the book uses case studies and examples that are provided so you can write your own 'Story Strategy' using the *Story Strategy Blueprint.* (You should work on understanding your customers worldview before you start on creating your own product, business, or idea. The strategy really makes a lot of sense!) All of the businesses listed take this to heart and are highly pertinent examples. The businesses

include: Shoes of Prey, AppBot, Black Milk Clothing, Canva, Flow Hive, GoPro, Little Flowers, Khan Academy, and Nike FlyEase. Although many of the businesses listed may not have been built specifically on the story strategy blueprint, it is pretty amazing to note how they follow it! The blueprint symbol that Bernadette uses on her story strategy graphic is also the symbol for infinity, I think that is not a coincidence. Businesses need to constantly evolve their story and align it to their customers, feelings, problems, and world view - it's an ongoing process. But from the start, these things should be inherent in the design and innovation process of any business, project, or startup. After reading 'Meaningful' you will gain a better understanding of the central role the customer's story plays in the future of business and how you can incorporate it at the beginning rather than as an afterthought. This model can apply to many things including projects, campaigns, startups, and established businesses - large or small. There are downloadable resources and links within the book, as well as a website dedicated to learning more. I highly recommend this book. Beside the strategy itself, the information and insight included in the book are also priceless!

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