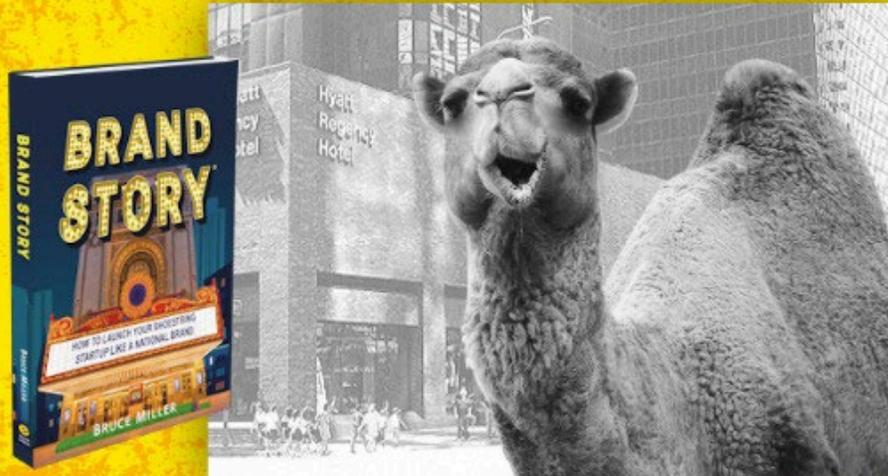


4. About Me

How I became Brand Story® Bruce



BRAND STORY

Module 4: About Bruce Miller

Learning Guide | with Bruce Miller

This learning guide captures the full content of Module 4 of the Brand Story course for readers who prefer text over video. All key concepts, stories, and insights from the video are preserved below.

The Brand Story Method

I developed the Brand Story method for brand positioning during my years in corporate marketing and as a principal at an Atlanta-based design agency. It grew out of a career spent inside the discipline — watching what worked, studying why brands caught fire while others stalled, and eventually reverse-engineering those lessons into a framework anyone can use.

That framework became the book: Brand Story: How to Launch Your Shoestring Startup Like a National Brand. The course you're taking now is built on the same foundation.

My Mother: The Original Brand Storyteller

My instinct for brand storytelling didn't start in a boardroom — it started at home. My mother, Nann Miller, was a PR legend recognized by her peers as the "PT Barnum of the PR Industry." She won numerous industry awards and



[Nann on right with Zsa Zsa Gabor]

broke significant glass ceilings by building one of the first woman-owned PR firms in the country.



What made her extraordinary was a gift shared by all great brand storytellers: she knew how to dramatize a brand's story in a single compelling image.

One of her signature campaigns was staging the world's biggest root beer float for Hires Root Beer. Simple. Visual. Impossible to ignore.

Her most memorable stunt, however, was pulled off for the Israeli Tourist Commission. The client came to her with a brief: publicize a banquet at the Hyatt Regency Los Angeles. My mother was unmoved.

"A bunch of people eating dinner? That's not news!"

So she proposed having a camel check into the hotel. The client pushed back immediately:

"That's crazy! There are no

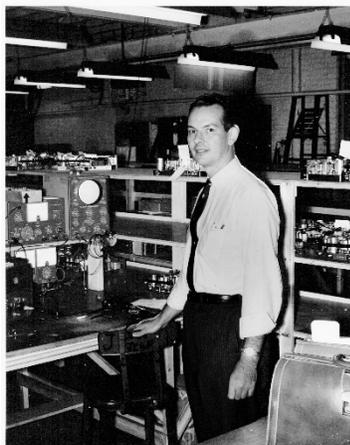
camels in Israel!"

She didn't flinch.

"And you don't have a story. So we will have to make one. A camel inside a hotel creates contrast."

The camel story ran on television news and in the Los Angeles Times. The brand got its story.

Key Insight: *A brand story doesn't have to be true to history — it has to be true to the brand. Contrast creates attention; attention creates memory.*



My Father: Brand Positioning Through Innovation

My father, Ed Miller, was a pioneer in the high-fidelity audio industry. Growing up, I had a front-row seat to an industry where every technical leap — the first solid-state receiver, the first stereo FM broadcast — was immediately translated into a brand position. Innovation and positioning moved together. Each advancement was a new story to tell, a new reason for customers to believe.

My father pioneered the first FM radio stereo broadcast. That kind of first-mover positioning — owning a "first" — became a lesson I carried throughout my career.

Filmmaker First: The Roots of Story Structure

Before I was a brand strategist, I was a filmmaker. I graduated from UCLA Film School, where I won the Jim Morrison Award for a student project — yes, that Jim Morrison. The award was a formative signal that I understood something fundamental about story.



My training in screenwriting gave me a structural lens for storytelling that most marketers don't have: the understanding that a story isn't just content — it has architecture. Inciting incidents. Stakes. A hero with a mission. That screenwriter's toolkit became the backbone of how I approach brand stories.

Key Insight: *Brand story is not just messaging — it's structure. The principles of great screenwriting and great brand positioning are the same.*

A Career Built on Brand Story

CheckFree Corporation

My formal corporate marketing career began at CheckFree, where my team earned the Marketing Campaign of the Year Award in Georgia. It was here that I first experienced firsthand how consistent brand positioning — applied across every touchpoint — could transform a company's market standing. CheckFree became the leader in electronic commerce, in part because we told that story loudly and repeatedly until the market believed it.

Design Coup

For fifteen years, I was a principal at Design Coup, an Atlanta-based branding agency. We launched new products, companies, and initiatives across a wide range of industries. Two engagements stand out:

MedSolutions: Our brand-building work helped grow company revenues from \$122 million to \$843 million — a nearly seven-fold increase driven, in significant part, by a clear and consistently executed brand story.

Chick-fil-A / Thrive Farmers: I had the opportunity to name and develop the brand story for Chick-fil-A's new coffee offering — Thrive Farmers. We positioned it as the first Farmer Direct Coffee in the restaurant industry, giving the brand a conscience-driven story that The Moonshot That Crashed



Not every venture succeeds — and I know that firsthand. My business partner and I developed a digital Car Selling Kit, partnering with Auto Trader and landing shelf space at Lowe's. It was a once-in-a-lifetime opportunity, and an expensive one. Like SpaceX's Starship on a bad day, it crashed and burned.

I share this because starting a business is not for the faint of heart. I know the pressure, the risk, and the sting of a venture that doesn't land. That experience gives me a different kind of empathy for the entrepreneurs taking this course.

Miller eMedia: Working with Shoestring Start-Ups

Today, I consult through Miller eMedia, helping small to medium-sized businesses launch and grow their brands. The clients I'm most drawn to are shoestring start-ups — entrepreneurs with big ideas, limited budgets, and the drive to make something real.

One of my favorite examples is a friend of mine, Sara Anderson — a stay-at-home mom who developed a brand of wearable art based on her own original designs. No agency, no big budget. Just a clear brand story and the conviction to tell it.

That's who this course is for. And I want to leave you with the same thing I tell every entrepreneur I work with:

You can do this.

