



## Example 1: Marketing Story Components Mapped to SH Story Structure

### Story Components

Component/Questions	Licia's Marketing Story
<p><b>Audience:</b></p> <ol style="list-style-type: none"> <li>1. Who is your reader/listener?</li> <li>2. What is a key pain point/problem that the story addresses?</li> <li>3. What is the top goal for this audience as it relates to the problem?</li> </ol>	<p><b>Audience:</b></p> <ul style="list-style-type: none"> <li>• Writers and authors</li> <li>• Pain Point: challenges with marketing materials and campaigns</li> <li>• Goal: Success in book sales and revenue</li> </ul>
<p><b>Story Outcome Purpose:</b></p> <ol style="list-style-type: none"> <li>4. What is the outcome/purpose of the story?</li> <li>5. What do you want your listener/reader to experience?</li> <li>6. What do you want your listener/reader to learn?</li> </ol>	<p><b>Story Outcome Purpose:</b></p> <ul style="list-style-type: none"> <li>• Greater hope/inspiration re: marketing success</li> <li>• Experience the possibility that stories greatly enhance success in promotion and sales</li> <li>• Discover that story-selling is a highly effective approach to marketing &amp; sales success</li> </ul>
<p><b>Relevance:</b></p> <ol style="list-style-type: none"> <li>7. (Cross-check) Does this story address something important to your AUD?</li> <li>8. What is the takeaway for your AUD?</li> </ol>	<p><b>Relevance:</b></p> <ul style="list-style-type: none"> <li>• Yes—Writers/authors know that marketing and sales are critical for their success</li> <li>• Takeaway: Leverage your skill in story telling to create effective story-selling.</li> </ul>



<p><b>Main Character:</b></p> <p>9. Who is the protagonist of your story?</p> <p>10. (Cross-check) How does the PRO represent your audience?</p>	<p><b>Main Character:</b></p> <ul style="list-style-type: none"> <li>• Me (origin story)</li> <li>• Content creator turned anxious marketer</li> </ul>
<p><b>Conflict:</b></p> <p>11. What problems are included that create tension and drama in the story?</p> <p>12. (Cross-check) Are the problems included in the story ones that are common and/or relatable to the audience?</p>	<p><b>Conflict:</b></p> <ul style="list-style-type: none"> <li>• Marketing anxiety &amp; overwhelm; Facing low sales; Risking/taking a chance</li> <li>• Yes—some form of the above problems are common to most authors embarking on promoting and selling their books, products, and services</li> </ul>
<p><b>Resolution:</b></p> <p>13. What steps does the PRO take to successfully resolve the problem?</p> <p>14. What are the result(s)?</p> <p>15. What is the promise being indirectly made?</p> <p>16. (Cross-check) Does this story provide inspiration and motivation to your audience?</p>	<p><b>Resolution:</b></p> <ul style="list-style-type: none"> <li>• Used story as the main strategy for the marketing campaign, which resulted in greatly increasing sales and ultimately in a sold-out workshop</li> <li>• Promise: Story-selling is a powerful vehicle for enhancing sales</li> <li>• Yes—It provides a solution that the authors are already skilled in (story) that can be leveraged to resolve their marketing/sales challenges. It inspires and motivates audience to learn more in order to be able to leverage story-selling for themselves.</li> </ul>

## Story Structure Mapping (Oral Story)

Short Story Structure	Licia's Marketing Story
<p><b>1: Establish Normal &amp; Foreshadow Problems</b></p> <ul style="list-style-type: none"> <li>● #9. Character: describe protagonist in a way that is relatable to the AUD</li> <li>● #11. Conflict: foreshadow the upcoming problems the PRO will need to face</li> </ul>	<p><b>1: Establish Normal &amp; Foreshadow Problems</b></p> <ul style="list-style-type: none"> <li>● Licia promoted to head up both marketing &amp; education</li> <li>● Rather than celebrating, anxious</li> <li>● Previous marketing heads quit or let go</li> </ul> <p>First line: "Several years ago, I was promoted to head up both education and marketing for a small non-profit, which was a huge opportunity, but as I sat at my desk, reviewing the upcoming events that would need to be promoted, the weight of the challenges ahead of me felt suffocating."</p>
<p><b>2: Initiating Problem</b></p> <ul style="list-style-type: none"> <li>● #2. Audience: Key pain point</li> <li>● #11. Conflict: Initial problem that mirrors the audience's key pain point</li> </ul>	<p><b>2: Initiating Problem</b></p> <ul style="list-style-type: none"> <li>● Declining registrations in workshop</li> </ul>
<p><b>3-4: Problems Escalate (opt)</b></p> <ul style="list-style-type: none"> <li>● #11. Conflict: Additional problems recommended</li> </ul>	<p><b>3-4: Problems Escalate</b></p> <ul style="list-style-type: none"> <li>● Never written full marketing campaign</li> <li>● Boss never given permission before</li> </ul>
<p><b>5: Decision (Pro CTA)</b></p> <ul style="list-style-type: none"> <li>● #8. Relevance: Foreshadow of takeaway/solution</li> <li>● #14. Resolution: Indirect reference to the promise</li> </ul>	<p><b>5: Decision (Pro CTA)</b></p> <ul style="list-style-type: none"> <li>● Pitched new approach to marketing based on story</li> </ul>

<p><b>6-8: Change(s)</b></p> <ul style="list-style-type: none"> <li>● #13. Resolution: Steps/process in high-level that PRO takes to address problem (aka, your methodology)</li> </ul>	<p><b>6-8: Change(s)</b></p> <ul style="list-style-type: none"> <li>● Divided customers into 4 categories</li> <li>● Shared personal stories for each category</li> <li>● Risked being vulnerable and sharing authentically</li> </ul>
<p><b>9: Win(s)</b></p> <ul style="list-style-type: none"> <li>● #14. Audience: PRO achieves top goal (achieves successful results)</li> <li>● #14. Specific successful results (anecdotal and data-driven proof)</li> <li>● #15. Resolution: Results and goal should be fulfillment of promise being indirectly made.</li> </ul>	<p><b>9: Win(s)</b></p> <ul style="list-style-type: none"> <li>● Round 1 increase in sales</li> <li>● Round 2 sold out!</li> <li>● Using story was highly effective for increased registration and sales</li> </ul>
<p><b>10: Insight</b></p> <ul style="list-style-type: none"> <li>● #4. Story purpose: States learning or moral</li> </ul>	<p><b>10: Insight</b></p> <ul style="list-style-type: none"> <li>● The power of story-selling</li> </ul> <p>Insight: “I had discovered the power of what I like to call Story-selling, and I knew that this was only the beginning. Looking back on that experience, I realized that my personal story had the power to inspire and motivate others. And that’s what you will be exploring today.”</p>
<p><b>11: Bridge</b></p> <ul style="list-style-type: none"> <li>● #8. Relevance: Takeaway for audience (Why this is important to them)</li> </ul>	<p><b>11: Bridge</b></p> <ul style="list-style-type: none"> <li>● Your stories have the power to make a difference in the lives of others, as well as make a difference in your professional success.</li> </ul> <p>Bridge: “Your stories have the power to make a difference in the lives of others. It might feel scary to put them out there, but they will pay off in dividends—for your audience, for you, and for your business.”</p>



**12: Call to Action (Audience CTA)**

- Mirrors the PRO Decision to be courageous and try something different
- Provides a clear, direct next step for the audience

**12: Call to Action (Audience CTA)**

- You can also leverage the power of story so give this workshop your full attention (in order to learn this powerful approach).

Audience CTA: “So that’s why we’re excited that you’re here today and why we encourage you to give the next few hours your full attention. This approach can make a huge difference in your audience’s success and your own!”

## Story Structure Mapping (Written Story)

Short Story Structure Beats	Licia's Fully Written Marketing Story
<b>1: Establish Normal &amp; Foreshadow Problems</b> <ul style="list-style-type: none"> <li>● Licia promoted to head up both marketing &amp; education</li> <li>● Rather than celebrating, anxious</li> <li>● Previous marketing heads quit or let go</li> </ul>	First line: "Several years ago, I was promoted to head up both education and marketing for a small non-profit, which was a huge opportunity, but as I sat at my desk, reviewing the upcoming events that would need to be promoted, the weight of the challenges ahead of me felt suffocating."
<b>2: Initiating Problem</b> <ul style="list-style-type: none"> <li>● Declining registrations in workshop</li> </ul>	<p>"I couldn't shake off the sense of unease that came with the promotion. The previous several marketers had either quit or been let go. I knew that my boss held high expectations and that my every move would be scrutinized.</p> <p>One of the biggest challenges I faced was declining registrations for the non-profit's workshop over the past five years. Despite its quality, the workshop had less and less sales and revenue."</p>
<b>3-4: Problems Escalate</b> <ul style="list-style-type: none"> <li>● Never written full marketing campaign</li> <li>● Boss never given permission before</li> </ul>	<p>"As the new head of marketing, I knew that something had to change. Failure was not an option."</p> <p>"I had never written a full campaign, and she had never given full permission for a marketing head to run an entire campaign independently."</p>
<b>5: Decision (Pro CTA)</b> <ul style="list-style-type: none"> <li>● Pitched new approach to marketing based on</li> </ul>	<p>"So, I pitched my boss on an entirely new way to sell the workshop. It was a huge risk."</p>

<p>story</p>	<p>“But despite her discomfort, my boss agreed. I knew that I had to pour everything I had into this campaign to prove myself.”</p>
<p><b>6-8: Change(s)</b></p> <ul style="list-style-type: none"> <li>• Divided customers into 4 categories</li> <li>• Shared personal stories for each category</li> <li>• Risked being vulnerable and sharing authentically</li> </ul>	<p>“I divided the potential customers into four different categories of current problems and shared my personal story for each. As I wrote those emails, I felt like I was putting my heart and soul out there for everyone to see. I shared the story of my own challenge in a relationship, the story of how I was stuck in a dead-end job, and the story of others who had found their purpose through attending the workshop. I felt vulnerable, but I knew that this was the only way to connect with potential customers on a deep emotional level.”</p>
<p><b>9: Win(s)</b></p> <ul style="list-style-type: none"> <li>• Round 1 increase in sales</li> <li>• Round 2 sold out!</li> <li>• Using story was highly effective for increased registration and sales</li> </ul>	<p>“As the campaign rolled out, I held my breath, waiting for the results to come in. It was a make or break moment for me. When the first round of the campaign ended, and I saw the increased sales numbers, I felt a wave of relief wash over me. But it wasn't until the second round of the campaign that I was truly blown away. We had sold out! All those long hours and sleepless nights had paid off.”</p>
<p><b>10: Insight</b></p> <ul style="list-style-type: none"> <li>• The power of story-selling</li> </ul>	<p>“I had discovered the power of what I like to call Story-selling, and I knew that this was only the beginning. Looking back on that experience, I realized that my personal story had the power to inspire and motivate others. And that's what you will be exploring today.”</p>
<p><b>11: Bridge</b></p> <ul style="list-style-type: none"> <li>• Your stories have the power to make a difference in the lives of others, as well as make a difference in your professional success.</li> </ul>	<p>“Your stories have the power to make a difference in the lives of others. It might feel scary to put them out there, but they will pay off in dividends—for your audience, for you, and for your business.”</p>



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