



## S-H Short Story Mapping Worksheet

Self-Help Short Story Structure	Your Story
<p><b>1: Establish Normal &amp; Foreshadow Problems</b></p> <ul style="list-style-type: none"> <li>• Character: describe protagonist</li> <li>• Conflict: foreshadow the upcoming problems the PRO will need to face</li> </ul>	<p><b>1: Establish Normal &amp; Foreshadow Problems</b></p>
<p><b>2: Initiating Problem</b></p> <ul style="list-style-type: none"> <li>• Audience: Key pain point</li> <li>• Conflict: Initial problem</li> </ul>	<p><b>2: Initiating Problem</b></p>
<p><b>3-4: Problems Escalate (opt)</b></p> <ul style="list-style-type: none"> <li>• Conflict: Additional problems recommended</li> </ul>	<p><b>3-4: Problems Escalate</b></p>
<p><b>5: Decision (Pro CTA)</b></p> <ul style="list-style-type: none"> <li>• Relevance: Foreshadow of takeaway/solution</li> <li>• Resolution: Indirect reference to the promise</li> </ul>	<p><b>5: Decision (Pro CTA)</b></p>



Self-Help Short Story Structure (con't)	Your Story (con't)
<p><b>6-8: Change(s)</b></p> <ul style="list-style-type: none"> <li>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>
<p><b>9: Win(s)</b></p> <ul style="list-style-type: none"> <li>Audience: PRO achieves top goal (achieves successful results)</li> <li>Resolution: Results and goal should be fulfillment of promise being indirectly made.</li> <li>Specific successful results (anecdotal and data-driven proof)</li> </ul>	<p><b>9: Win(s)</b></p>
<p><b>10: Insight</b></p> <ul style="list-style-type: none"> <li>Story purpose: States learning or moral</li> </ul>	<p><b>10: Insight</b></p>
<p><b>11: Bridge</b></p> <ul style="list-style-type: none"> <li>Relevance: Takeaway for audience (Why this is important to them)</li> </ul>	<p><b>11: Bridge</b></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)**