



SHS Short Story Components Table with Example

Component/Questions	Marketing Story Example
<p>Audience:</p> <ul style="list-style-type: none"> • Who is your reader/listener? • What is a key pain point/problem that the story addresses? • What is the top goal for this audience as it relates to the problem? 	<ul style="list-style-type: none"> • Writers and authors • Pain Point: challenges with marketing materials and campaigns • Goal: Success in book sales and revenue
<p>Story outcome/purpose:</p> <ul style="list-style-type: none"> • What is the outcome/purpose of the story? • What do you want your listener/reader to experience? • What do you want your listener/reader to learn? 	<ul style="list-style-type: none"> • Greater hope/inspiration re: marketing success • Experience the possibility that stories greatly enhance success in promotion and sales • Discover that story-selling is a highly effective approach to marketing & sales success
<p>Relevance:</p> <ul style="list-style-type: none"> • (Cross-check) Does this story address something important to your readers/listeners? • What is the takeaway for your audience? 	<ul style="list-style-type: none"> • Yes—Writers/authors know that marketing and sales are critical for their success • Takeaway: Leverage your skill in story telling to create effective story-selling.
<p>Character:</p> <ul style="list-style-type: none"> • Who is the protagonist of your story? • How does the PRO relate to your audience? 	<ul style="list-style-type: none"> • Me (origin story) • Content creator turned anxious marketer



<p>Conflict:</p> <ul style="list-style-type: none"> • What tension and drama is in the story? • (Cross-check) Are the problems included in the story ones that are common and/or relatable to the audience? 	<ul style="list-style-type: none"> • Marketing anxiety & overwhelm; Facing low sales; Risking/taking a chance • Yes—some form of the above problems are common to most authors embarking on promoting and selling their books, products, and services
<p>Resolution:</p> <ul style="list-style-type: none"> • How does the PRO successfully resolve the problem? • What is the promise being indirectly made? • (Cross-check) Does this story provide inspiration and motivation to your audience? 	<ul style="list-style-type: none"> • Used story as the main strategy for the marketing campaign, which resulted in greatly increasing sales and ultimately in a sold-out workshop • Promise: Story-selling is a powerful vehicle for enhancing sales • 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.