

SHS Short Story Mapping Table (with Example)

Component/Questions	S-H Short Story Structure	Example
<p>Audience:</p> <ol style="list-style-type: none"> 1. Who is your reader/listener? 2. What is a key pain point/problem that the story addresses? 3. What is the top goal for this audience as it relates to the problem? 	<p>1: Establish Normal & Foreshadow Problems</p> <ul style="list-style-type: none"> ● #9: Character: describe protagonist in a way that is relatable to the AUD ● #11. Conflict: foreshadow the upcoming problems the PRO will need to face 	<p>1: Establish Normal & Foreshadow Problems</p> <ul style="list-style-type: none"> ● Licia promoted to head up marketing ● Rather than celebrating, anxious ● Previous marketing heads quit or let go
<p>Story outcome/purpose:</p> <ol style="list-style-type: none"> 4. What is the outcome purpose of the story? 5. What do you want your listener/reader to experience? 6. What is/are the learning point(s) and/or moral of the story? 	<p>2: Initiating Problem</p> <ul style="list-style-type: none"> ● #2. Audience: Key pain point ● #11. Conflict: Initial problem that mirrors the audience's key pain point 	<p>2: Initiating Problem</p> <ul style="list-style-type: none"> ● Declining registrations in workshop
<p>Relevance:</p> <ol style="list-style-type: none"> 7. (Cross-check) Does this story address something important to your AUD? 	<p>3-4: Problems Escalate</p> <ul style="list-style-type: none"> ● #11. Conflict: Additional problems recommended 	<p>3-4: Problems Escalate</p> <ul style="list-style-type: none"> ● Never written full marketing campaign ● Boss never given permission before

<p>8. What is the takeaway for your AUD?</p>		
<p>Main Character:</p> <p>9. Who is the protagonist of your story?</p> <p>10. (Cross-check) How does the PRO represent your audience?</p>	<p>5: Decision (Pro CTA)</p> <ul style="list-style-type: none"> ● #8. Relevance: Foreshadow of takeaway/solution ● #14. Resolution: Indirect reference to the promise 	<p>5: Decision (Pro CTA)</p> <ul style="list-style-type: none"> ● Pitched new approach to marketing based on story
<p>Conflict:</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>6-8: Change(s)</p> <ul style="list-style-type: none"> ● #13. Resolution: Steps/process in high-level that PRO takes to address problem (aka, your methodology) 	<p>6-8: Change(s)</p> <ul style="list-style-type: none"> ● Divided customers into 4 categories ● Shared personal stories for each category ● Risked being vulnerable and sharing authentically
<p>Resolution:</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>9: Win(s)</p> <ul style="list-style-type: none"> ● #14. Audience: PRO achieves top goal (achieves successful results) ● #14. Specific successful results (anecdotal and data-driven proof) ● #15. Resolution: Results and goal should be fulfillment of promise being indirectly made. 	<p>9: Win(s)</p> <ul style="list-style-type: none"> ● Round 1 increase in sales ● Round 2 sold out! ● Using story is highly effective for increased registration and sales

<p>16. (Cross-check) Does this story provide inspiration and motivation to your audience?</p>	<p>10: Insight</p> <ul style="list-style-type: none"> ● #4. Story purpose: States learning or moral 	<p>10: Insight</p> <ul style="list-style-type: none"> ● The power of story-selling
	<p>11: Bridge</p> <ul style="list-style-type: none"> ● #8. Relevance: Takeaway for audience (Why this is important to them) 	<p>11: Bridge</p> <ul style="list-style-type: none"> ● Your stories have the power to make a difference in the lives of others, as well as make a difference in your professional success.
	<p>12: Call to Action (Audience CTA)</p> <ul style="list-style-type: none"> ● Mirrors the PRO Decision to be courageous and try something different ● Provides a clear, direct next step for the audience 	<p>12: Call to Action (Audience CTA)</p> <ul style="list-style-type: none"> ● You can also leverage the power of story so give this workshop your full attention (in order to learn this powerful approach).