

THE AMAZINGLY SIMPLE ANATOMY OF A MEANINGFUL MARKETING STORY



You need a HERO

All stories are about someone. *The Odyssey* is about Ulysses. *The Metamorphosis* is about Gregor Samsa. *Breaking Bad* is about Walter White.

A marketing story is about your customer. She is the hero who transforms as her journey unfolds. She goes from ordinary to extraordinary.

You need a GOAL

A good business solves a customer's problems. In other words, it transforms a customer. Therefore, your story must know where your customer is today and where she wants to go.

How will she be a better version of herself? Smarter? Faster? Stronger?



You need a CONFLICT

Conflict makes a story interesting. And conflict makes a business necessary. The conflict is the obstacle that stands between your hero and the better version of herself.

Difficult boss? Low self-esteem? Slow computer? Lying government?

And you will show her how to prevail.

You need a MENTOR

Luke Skywalker had Obi-Wan Kenobi. Bilbo had Gandalf. And your hero has you.

Your business is the wise mentor who provides liberating knowledge and resources. But your business must resist rescuing your hero. She must finish her journey with grit and sweat. She must see herself as the hero helped by a wise mentor.



You need a MORAL

Yes. Your story must show how your hero conquers conflicts, how your business guides her, and how she becomes a better version of herself.

But a great marketing story doesn't stop there. You must tell the reader what she must do next. Be clear. Be direct.

Then she'll live happily ever after.

The END

SOURCES

- ... How to Craft a Marketing Story that People Embrace and Share ...
- ... 3 Simple Storytelling Methods that Can Do Your Selling for You ...
- ... The 3 Core Elements of Good Storytelling (And Why Your Business Needs Them) ...
- ... A Crash Course in Marketing With Stories ...
- ... How to Tell the Stories Your Audience Wants to Hear ...
- ... The 5 Things Every (Great) Marketing Story Needs ...

CREDITS

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