

# WHAT'S YOUR STORY?

This interactive PDF is designed to help you craft your unique story. One of the best ways to begin appreciating the power of story structure is to write about what you know best. *You*. Place yourself as the hero in this journey, fill in the blanks in each chapter, and watch your story unfold.

Then create a story with your brand as the chief protagonist, and you as the mentor. Once you've captured the journey of your organization, write a third story starring your customer as the hero, your brand as the mentor, and your product or service as the gift that helps them in their quest for success.

You'll find that this simple exercise will help you weave your stories together to create real brand bonding with your customers.

# Where in the world have you been?



All epic journeys begin in an interesting setting. Describe your hero's backstory—where they've been, where they stand now, and where they THINK they're headed. Start every story with the end in mind.

# Who's your hero?



Describe the main character in your story. They are almost always more captivating if your protagonist is a “reluctant hero” – someone thrust into action by their own hand or by circumstance.

## What's at stake?



What does your hero want to achieve? It must be meaningful enough to drive them, against all odds, in pursuit of success.

## Call to adventure.



An “inciting incident” is an action, either self-imposed or triggered by outside forces upon your hero, that turns their life upside down and causes them to take action toward their goal. What is their call to adventure.

## Villains, fog and crevasses.



Who and what are the antagonists and obstacles that stand in the way of your protagonist achieving their goal? This can be a person, place, or thing, and there are often more than one. Don't forget about your hero's own self-doubts, fears, and other internal demons.

## Enter the mentor.



Every great hero has a sidekick or mentor to help them on their journey. Who or what is on your hero's side and how do they help them along the way?

## The road of trials.



Right when you're on the cusp of victory, something always seems to go wrong. As they say, *"If you haven't been through something tough, you don't have what it takes to be a hero."* What happens to your hero that makes their quest even more difficult, and their victory even sweeter?



## Victory is at hand!



Sound the trumpets by dramatically telling us how your hero overcomes their struggles and achieves ultimate success. What does that success look like, and is it an apt resolution for the transformation of your hero? Don't forget about the false peaks, too.

## The moral of your story.



Reveal the universal truth found in your story that anchors your audience by connecting their values with yours.

**To be continued...**



What is the sequel to your story? How do you want your audience to join you in the next virtuous cycle of their journey and yours?



To learn more about how to use the Story Cycle to create real brand bonding  
with your customer, subscribe to our free newsletter at

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