

# Narrative Marketing Outline:

Storytelling is the most effective and efficient means of marketing your product/service to your customer. In a world where everyone is inundated with information, using a story framework<sup>1</sup> breaks through the noise and makes your message clear and easy-to-understand.



## A CHARACTER:

Who are they?

What do they want?



## HAS A PROBLEM:

Who is the villain?

What are the external, internal, and philosophical problems your customers face?



## AND MEETS A GUIDE:

How do you express empathy to your customer's pain points?

How do you establish authority as a trustworthy guide?



## WHO GIVES THEM A PLAN:

What steps do your customers need to take in order to purchase your product or service, or, once purchased, what steps do they need to take in order to use it?

What agreements can you make with your customer (i.e. 30 day money-back guarantee) to reduce the fear they might have in doing business with you?



## AND CALLS THEM TO ACTION:

What is the sense of urgency?

What is your direct call-to-action? (i.e. a proposal: "Will you marry me?")

What are your transitional calls-to-action? (i.e. the first date: "Wanna grab coffee?")



## THAT HELPS THEM AVOID FAILURE:

What are the consequences of a customer not doing business with you?



## AND FIND SUCCESS:

What are the benefits of a customer doing business with you?