The Amazingly Simple Anatomy of a Meaningful Marketing Story

1. You need a HERO

A hero is a character who overcomes difficulties in order to achieve a goal. Heroes are relatable and inspiring, and they embody the values and ideals that you want your audience to believe in. Heroes are the foundation of a great story.

2. You need a GOAL

A goal is what your hero is working towards. It's the reason why your hero is taking on the challenges that they are facing. Goals can be man-made or natural, but they are always the driving force behind a story.

3. You need a CONFLICT

Conflict is what causes a hero to become a hero. It's the obstacle that the hero must overcome in order to achieve their goal. Conflict can be internal or external, and it's the key to making a story engaging.

4. You need a MINION

A minion is a supporting character who helps the hero overcome the conflict. Minions are often comical or endearing, and they add depth to the story. Minions can be good or evil, and they are essential to the success of a story.

5. You need a MORAL

A moral is the lesson that is learned at the end of a story. A moral is what makes a story resonate with your audience. It's the message that you want your audience to take away from your story.

The END

Remember, the best stories are not just about the hero, the goal, the conflict, the minion, and the moral. They are about the journey that the hero takes to achieve their goal, and the lessons that they learn along the way.