

How To Make Your Story Remarkable

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To tell your story, you need to know your story. People are drawn to stories with recognizable archetypes and themes. The hero. The dragon. The trials. The quest. The victory.

From *Star Wars* and *The Lord of the Rings*, to *The Matrix* and *Lion King*, these elements exist in some of the world's favorite stories. In business, we admire Steve Jobs' triumphant return to Apple in the late 90s and J.K. Rowling's rise from living in poverty to becoming a multimillionaire best-selling author.

Are you a hero ready to answer the call to adventure? Or is your customer the hero, waiting for you to help them on their quest?

How to use this worksheet:

First, **decide which story you want to tell**...your story, or your customer's story. You can develop both over time. This worksheet will help you identify elements of your story, but not provide the "how-to" for telling it. How you tell your story, and what your story ends up becoming is ultimately up to you, and it is what will make you unique!

This worksheet is a complement to Joseph Campbell's [monomyth](#), a narrative structure for "the hero's journey." To truly master heroic storytelling, read more about Campbell and his structure on the web.

You are the hero of your story:

Do you have a "rags to riches" story? Have you overcome great odds to achieve success? Are you successfully facing challenges in your business right now? Are you building a product or delivering a service that impacts lives?

Your customer is the hero of your story:

Does your customer have a problem to solve, or a trial to overcome? Do you, or your product help the customer be their own hero and tackle their challenges? How are you helping your customer define and achieve success?

Elements of a Remarkable Story

The Unlikely Hero

Who is the unlikely hero prior to answering a call to action? Like Luke Skywalker before embarking on his quest to save a Princess, or J.K. Rowling typing the first chapter of *Harry Potter* in a coffee shop, the hero is just at the beginning their journey.

Who is the hero of your story? _____

What is their life like at the beginning of their journey? _____

When do they receive the “call” to take action? _____

What are they called to do? _____

What is keeping them from answering the call? _____

Challenges and Trials

In a remarkable story, the hero overcomes great odds and faces many challenges and trials. This display of resilience and determination is what makes the hero’s story inspiring.

What challenges does your hero have to overcome? _____

How will your hero face those challenges? _____

What will your hero do when tempted to give up? _____

The Mentor/Helper

To overcome challenges and complete the quest, your hero will be aided by mentors and helpers. Think about how Luke Skywalker was mentored by old Obi-wan Kenobi, or how Frodo Baggins in the *Lord of the Rings* was accompanied by a band of men, elves, and dwarves. Perhaps, if your customer is the hero, you are the mentor, or your product is the aid.

Who aids the hero in their quest? _____

How do they help them overcome their trials? _____

The Victory

Finally, a remarkable story has a remarkable ending. A hero completes his quest, typically with a great victory, and returns home changed and ready to make a difference in the world.

What is your hero's greatest victory? _____

How does your hero define success? _____

How has your hero changed since beginning the quest? _____

Once you have your elements in order, begin to piece together a remarkable narrative.

Today is your day to tell your story!

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