

# The SourceCode of Story

This document breaks down the components behind the SourceCode of Story. Work through each as you build out your client stories and campaigns. In some cases, you'll use every component. In others, you'll cherry pick, using them as a lens to examine what you've come up with. Be creative and use this document to guide your development.



## Tension

Tension grabs the audience's attention and pulls them in

- ✓ What 2 words describe your story/brand?
- ✓ Choose words that strongly juxtapose contrast & oppose one another



## Emotion

Empathy creates connection  
High intensity = more memorable

- ✓ What is the main emotion you want the audience to come away feeling?
- ✓ Do you have or need an emotional multiplier?



## Soul

Humanize your story  
More human = greater loyalty

- ✓ Nobody's perfect. Be authentic and honest to gain trust
- ✓ What of the five senses will you use?

You can arrange the above elements into a plot

## Seven Basic Plots

Plot tells us what happens in your story. These archetypes can help focus your story.



## Your Story Should Be Told Simply

### Desire

Clearly and literally state "want" early gets your audience rooting for success

- ✓ Look at purpose, mission or manifesto
- ✓ Obstacles retain interest

### Logline

Distill your story and write it as a 6 word elevator pitch

- ✓ Hook the reader
- ✓ Fill with tension and emotion

## Structure

Plot is what happens, structure is how you tell it.  
Align the communication funnel using the narrative structure as a guide

NARRATIVE	<h3>Act One</h3> <ul style="list-style-type: none"> <li>Grabs Attention</li> <li>A Problem Arises</li> <li>Desire Stated</li> <li>What's At Stake?</li> <li>What Are We Rooting For?</li> </ul>	<h3>Act Two</h3> <ul style="list-style-type: none"> <li>Keep Attention</li> <li>Overcome Hurdles</li> <li>Mid-Point Twist</li> <li>Low Point / Bleak</li> </ul>	<h3>Act Three</h3> <ul style="list-style-type: none"> <li>Satisfying And Logical End</li> <li>Success Or Not</li> <li>How Are They Changed?</li> <li>Final Take Away</li> </ul>	
	FUNNEL	<h3>Awareness</h3> <ul style="list-style-type: none"> <li>Grabs Attention</li> <li>A Problem Arises</li> <li>Desire Stated</li> <li>What's At Stake?</li> <li>What Are We Rooting For?</li> </ul>	<h3>Consideration</h3> <ul style="list-style-type: none"> <li>Keep Attention</li> <li>Overcome Hurdles</li> <li>Mid-Point Twist</li> <li>Low Point / Bleak</li> </ul>	<h3>Conversion</h3> <ul style="list-style-type: none"> <li>Satisfying And Logical End</li> <li>Success Or Not</li> <li>How Are They Changed?</li> <li>Final Take Away</li> </ul>
		OUTPUT	<h3>Content</h3> <ul style="list-style-type: none"> <li>Media Hits</li> <li>Influencer Content</li> <li>Owned Content</li> <li>Blog Posts, Infographics</li> <li>Research Studies, E-Book</li> <li>Hero Content, Microsite</li> </ul>	<h3>Content</h3> <ul style="list-style-type: none"> <li>Social Posts</li> <li>Influencer Demos &amp; Reviews</li> <li>Owned Content, Testimonials</li> <li>Case Studies, Podcasts</li> <li>Downloads, Quizzes</li> <li>Webinars, Events, Videos</li> </ul>

## Channel Selection

When you've determined your story, what you want your audience to do and the content you're going to produce, you need to think about distribution. Beyond earned and live activations, consider how your story will play out across the major networks and which one will drive the best distribution and engagement.

**Good for scale, targeting options, immersive formats**

**Good for integration with Facebook (targeting and scale), high engagement**

**Good for real-time engagement, can be hostile to brands**

**Good for business audience and organic reach - can be expensive**

**Good for video and influencers reliant on subscribers or paid amplification**

Since 2012, organic reach on social networks has been in decline. Social today is a pay-to-play world so if your social strategy doesn't include a paid component, you don't really have a social strategy. There are opportunities outside the major networks, too. If you're looking for new opportunities, don't be afraid to think laterally and test a new channel - even some you might not consider to be social networks.

**Snapchat Home to the kids but largely a messaging platform**

**Pinterest Re-emerging as a platform to watch, and reach consumers**

**Reddit Communities for every topic imaginable - now a better place for brands**

**Slack Great place to establish specialist groups that don't belong on Facebook or LinkedIn**

**TikTok Up for a challenge? Brand opportunities are open only to the select few as at early 2020**

**WhatsApp and Messenger Be aware of rather than include in your plans for domination**