

THE NARRATIVE STRUCTURE

Psychological studies show that the best way to motivate people is through stories—even basic ones that feature a protagonist seeking to achieve a meaningful goal, and overcoming obstacles to achieve it. The Narrative Structure can help you plot out the elements of your story.

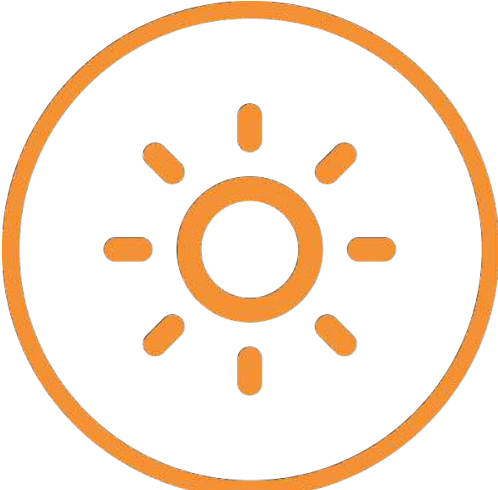
Solution



People



Problem



Goal



Sample Facebook Post



When Peter Zucca was just 11 months old, he was diagnosed with cancer that resulted in the loss of his right leg above the knee. He wanted to help other kids who were going through the same fight. A Facebook post alerted him to a shortage of wagons that kids in chemotherapy ride to their blood draw. Peter reached out to local business owners to sponsor Powerhouse Putt, a mini-golf outing. The event was a huge success, yielding enough money to donate 50 wagons to the Al DuPont Hospital for Children.

PEOPLE

Identifies the protagonist—Peter Zucca—and gives personal details as well as his personal investment

GOAL

Help other young people with cancer

PROBLEM

Not enough wagons for kids with cancer

SOLUTION

Outlines how Peter's entrepreneurship helped raise money to buy wagons

IMPACT

Al DuPont Hospital for Children received 50 wagons to help kids get to their blood draw

