

## Storytelling framework [example]

Your story conveys your product's message with meaning and impact. When done right, they inspire action, make you more memorable, unite your audience and simplify complex concepts.

Here's an example of a story in action. To start your own from a blank canvas, head [here](#).

	Outline	Kickstarter copy
Step 1: <b>Who is your audience?</b>	Jane is a Campaign Manager who's responsible for building, sending and reporting on the marketing department's customer and prospect-facing email activity.	[X] is a...
Step 2: <b>Where are they now?</b>	At the moment, she struggles to get all the insights she needs from various simultaneous, multi-touch campaigns.	At the moment, they...
Step 3: <b>The villain</b>	She tries to overcome this by integrating external apps, but it's unreliable and often confusing.	He/she tries to [X], but it's [X]...

Step 4:	As a result, she's not confident her numbers are accurate and campaigns optimized.	As a result...
<b>The disruption</b>		
Step 5:	This also impacts the wider marketing department and sales teams.	This also impacts...
<b>Which other characters are involved?</b>		
Step 6:	Because leads are occasionally being lost.	Because it...
<b>How does it impact others?</b>		
Step 7:	Her dream is to rely on just one tool and have complete confidence in its reporting suite.	Their dream is to...
<b>The fairytale ending</b>		
Step 8:	However, her manager's getting in the way for fear of downtime due to migration.	However [X] is getting in the way because...
<b>The antagonist</b>		

<p>Step 9: <b>The hero</b></p>	<p>Our email platform puts an end to all this by delivering a single source to send and see campaigns from – without any downtime.</p>	<p>[Product X] puts an end to all this by...</p>
<p>Step 10: <b>What life could look like</b></p>	<p>All so you can focus on optimizing your efforts without worrying about dodgy data getting in the way.</p>	<p>All so you can...</p>
<p>Step 11: <b>The moral</b></p>	<p>Achieving email success doesn't have to be difficult and we've shown that time and time again.</p>	<p>Achieving [X] doesn't have to be difficult, we...</p>
<p>Step 12: <b>The new norm</b></p>	<p>Don't just take our word for it though, see what John Doe, Campaign Manager at Awesome Example Ltd, had to say: <i>"Within weeks of adopting the email software I easily saved hours each week and after seeing how seamlessly it aggregates data from multiple platforms, I had 100% confidence in the accuracy of my reports. I'd never go back."</i></p>	<p>Don't just take our word for it though...</p>