

# THE STORY STICKER

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*"On one single page: All ingredients for a sticky story."*

My story is about...

When did it happen?\*

## CHARACTERS

Name

Looks

Personality

## SITUATION

Describe the initial situation focusing on characters and the five senses.

What did I hear?

What did I smell?

What did I touch?

What did I taste?

What did I see?

### Tips

- 1) Make references to famous events, people, brands. This helps to better understand the context. (Rhetorical device "allusion")
- 2) Use body language to "paint" the situation.

## CHALLENGE

An excellent story plot follows the "Hero's Journey" (Joseph Campbell, 1949, The Hero with a Thousand Faces). At the beginning of his journey the protagonist faces an important challenge, e.g. Frodo has to destroy the ring of the rings. Describe the challenge you face in your story.

## STRUGGLE

What did you do to overcome that challenge? Describe your struggle, your emotional rollercoaster ride, your ups and downs. For the audience your struggle is the most exciting part of your story.

### Tips

- 1) A mentor like "Gandalf" appears to guide you through bad times.
- 2) Use metaphors and similes like, "I became the shadow of my own destiny." Or: "I fought like a lion."
- 3) Be emotionally transparent and vulnerable. Enrich your content with emotional adjectives like angry, ashamed, bitter, embarrassed, excited, hopeful, hurt, inspired, lonely, nervous, proud, sad or satisfied.
- 4) Add "anagnorisis" at the end of your struggle. This is that special moment of awareness, e.g. "Suddenly I knew the answer."

## LESSON LEARNED

What finally turns Frodo, the underdog, into a hero is his lesson learned on that journey. In storytelling it's also called the moral of the story. This is the most inspiring moment for your audience, because they can learn from your own lesson. So - what did you learn?

Sticky story = \*Moment in time + Situation + Challenge + Struggle + Lesson learned