



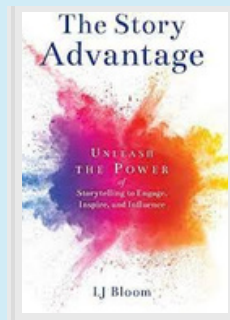
Resources for Crafting Your Story

Through the first six chapters of *Creating Superfans*, you've learned that superfans are created at the intersection of your story and every customer's story. Storytelling is a strategic art form that helps customers understand why you're uniquely positioned to serve them. A well-defined origin story can make customers feel like they're a part of something bigger.

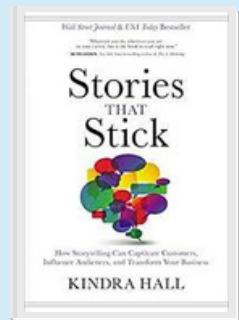
Below are a few of my favorite books that are all about storytelling. If you're interested in learning more behind the psychology of stories or looking for further guidance in crafting and presenting your story, check out these resources:



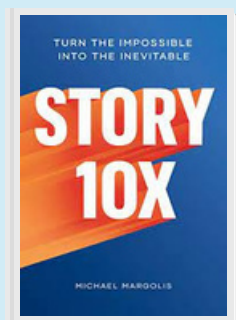
Soundtracks
By Jon Acuff



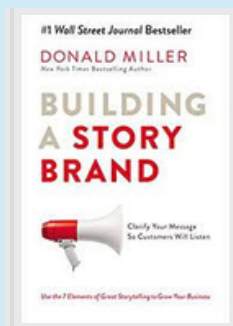
The Story Advantage
By LJ Bloom



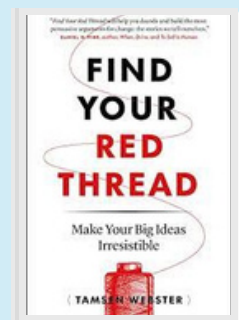
Stories That Stick
By Kindra Hall



Story 10X
By Michael Margolis



Building A Story Brand
By Donald Miller



Find Your Red Thread
By Tamsen Webster



Shortcuts for Crafting Your Story



There are many popular, helpful models for crafting stories. As a shortcut, make sure each story passes the "Who, What, Why" test:

Who

Who is the story about? Make sure the audience understands who the main character is so they can better connect with the story.

What

What's the major plot point that makes the story worth telling? Without the action, your story will be boring at best, and apathy-inducing at worst.

Why

The "why" is the most important component because without it, you'll never overcome apathy. Why should this story matter to your customers?