



## How to Connect with a Compelling Story

Using stories to introduce your health product or service can help you connect with customers in a way you can't through facts or figures. Use these steps to write a compelling story about your brand.

### 1. Introduce Your Protagonist

Contrary to what you might think, your protagonist is not you, your product, or your company. It's your customer. Your customers should be able to see themselves or their family at the heart of every story you tell, and immediately relate to the problems your protagonist faces.

**Example:** The mother of a kid with autism

### 2. Introduce Your Conflict

What issue does your protagonist need to overcome? This can be anything from a minor inconvenience to a life or death situation. Bigger stakes can ramp up the drama, but the most important thing is that your customer recognizes the battle as one that they currently or could potentially face.

**Example:** The kid with autism wanders away from home and nobody knows where he is.

### 3. Introduce Your Hero

This is where you come in. Who are you and how will your product, company, doctor, or service save the day?

**Example:** SafetyNet by LoJack's technology can find kids who wander when no one else can.

### 4. Take Action

What are the major plot points? How do your protagonist and hero work together? How is the conflict overcome? Don't just say that your hero can help; show the steps your hero takes to prevent disaster.

**Example:** The mother calls the police, who use SafetyNet's technology to track the kid's location.

### 5. Tell a Happy Ending

Make sure that the story ends happily. Loved ones reunited, problems solved, minor inconveniences vanquished. Regardless of what the initial conflict was, your product or service has guaranteed that it will not bother the protagonist again.

**Example:** Because of SafetyNet, the kid was rescued by police and reunited with his mother.