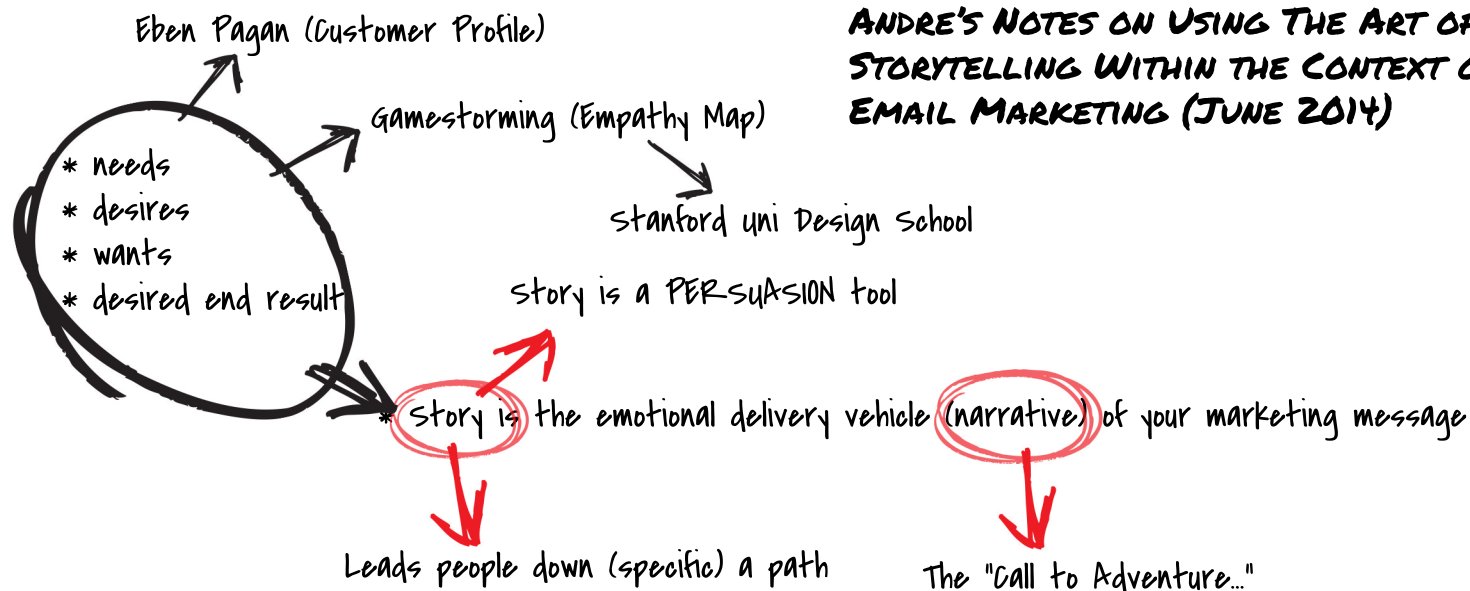


# ANDRE'S NOTES ON USING THE ART OF STORYTELLING WITHIN THE CONTEXT OF EMAIL MARKETING (JUNE 2014)



## [UNIVERSAL FRAMEWORK FOR STORYTELLING] → Joseph Campbell (Hero's Journey)

1) Ordinary World → Job...  
The Commute... → Creates Empathy (Can Relate)

2) The Call to Adventure → Holiday in Marbella (2012)  
Big Idea: Coffee Shop  
\* \$100,000  
\* The 10 Year Plan...

3) Refuse the Call → It's Too Hard

4) Meeting the Mentor → InfoMillionaire

5) Crossing the Threshold → Made Redundant (no job, no way to earn money!)

6) Test / Allies / Villains → \* Drama  
\* Conflict  
\* Anticipation for More

7) The Ordeal → Almost Lose It All! → Frank vs Matt

8) THE REWARD! → \* Against all odds, makes Good  
→ \* Email Marketing - Ta-Da!

Without CONFLICT there is no story  
↓  
Happens as a result of "hero's" and "villains" (stuff that directly oppose each other).