



STORY-DRIVEN MESSAGING

Zachary Leighton - **RELIANT CREATIVE**

Introduction

- Zachary Leighton
- Founder & Principal Creative



What is a story?

“Conflict Changes Life.”

- Robert McKee -

Origin



C.S. Lewis

Author & Theologian



Joseph Campbell

The Hero's Journey



Dan Harmon

Writer and Producer



Jonah Sachs

"Story Wars"



Christopher Vogler

"The Writer's Journey"



Simon Sinek

"Start With Why"



Carl Jung

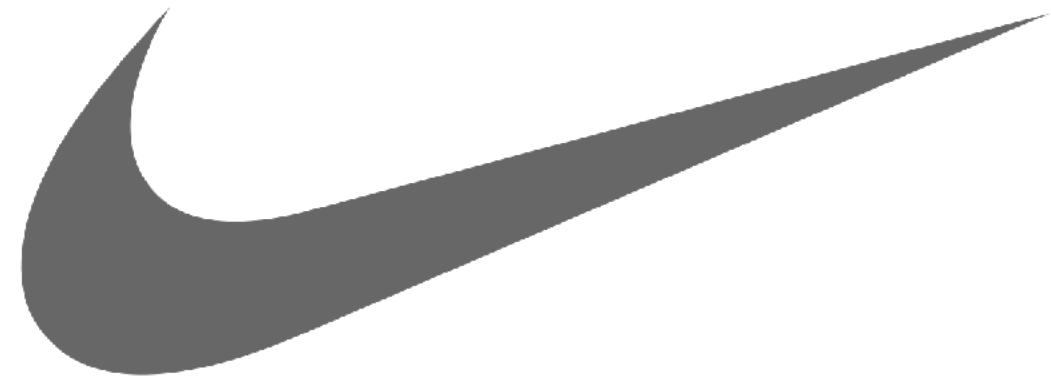
Jungian Archetypes



Donald Miller

Story Brand

Why Does this all Matter?



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Definitions:

DONOR

=

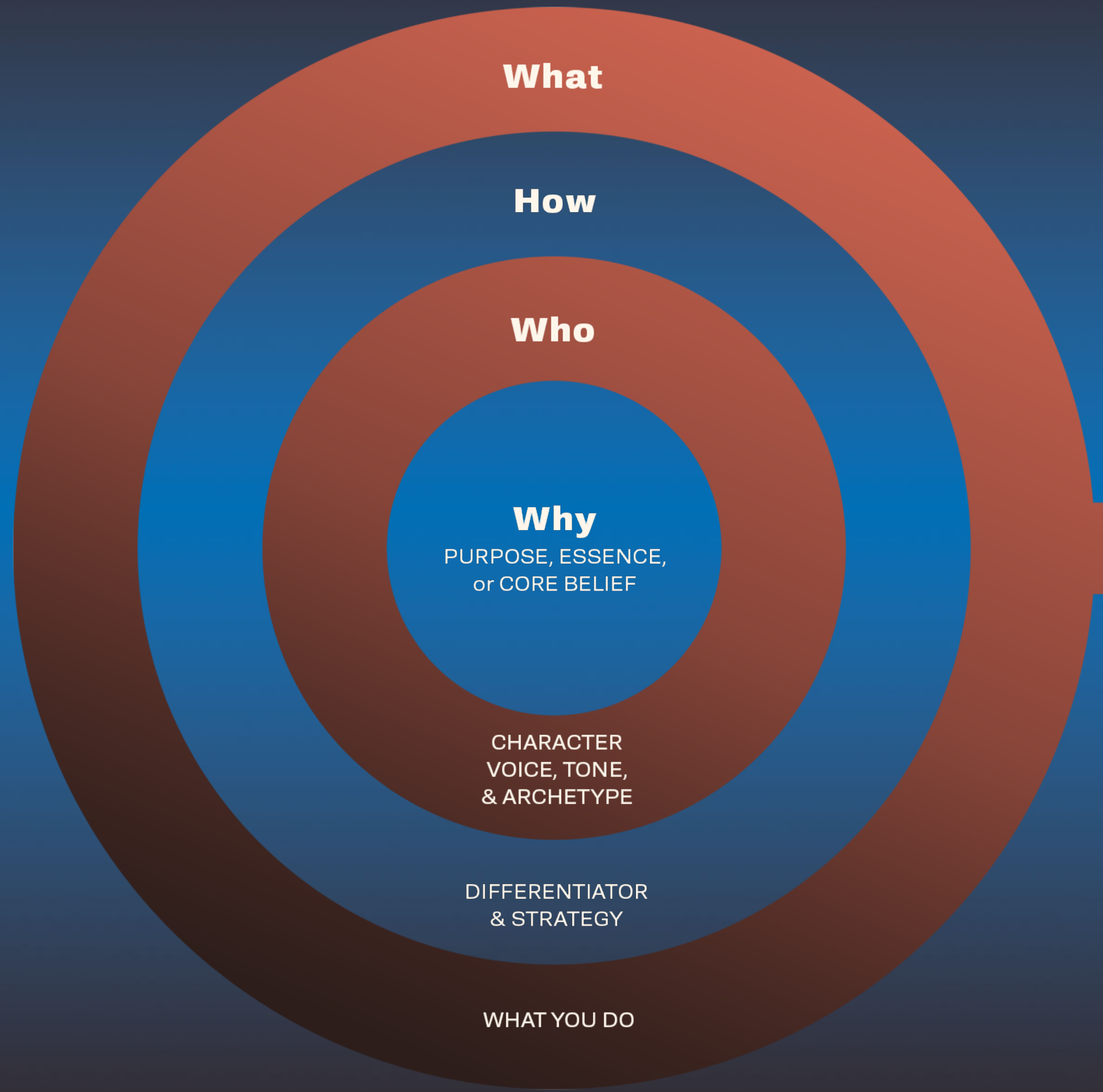
PARTNER

BENEFICIARY

=

PARTICIPANT

GUIDING PRINCIPLES



HOLISTIC CORE MESSAGING



You are not the hero!

Your partner and your participant are the hero and your ministry is the mentor guiding them along in their journey.

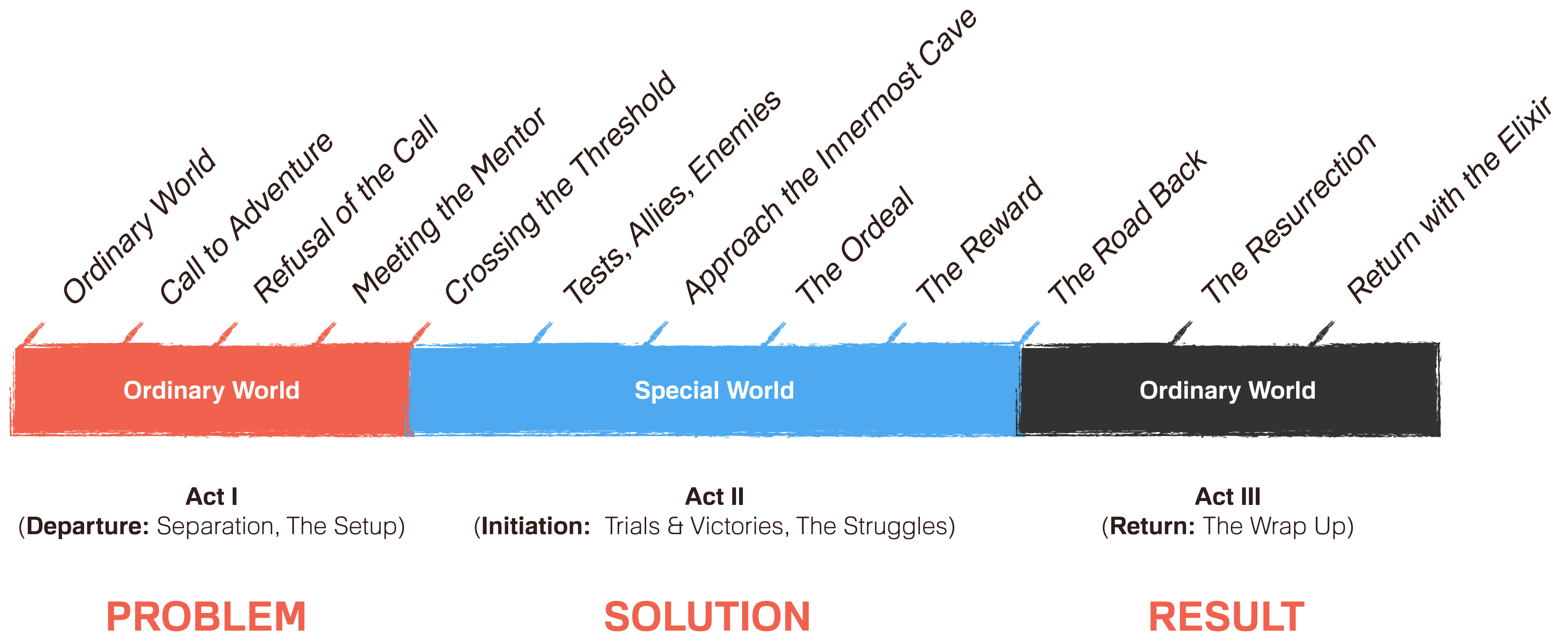
Holistic Core Messaging

Our messaging and communication should be complete enough, holistic enough, to speak to both your partners and your participants.



The Hero's Journey

A QUICK SUMMARY

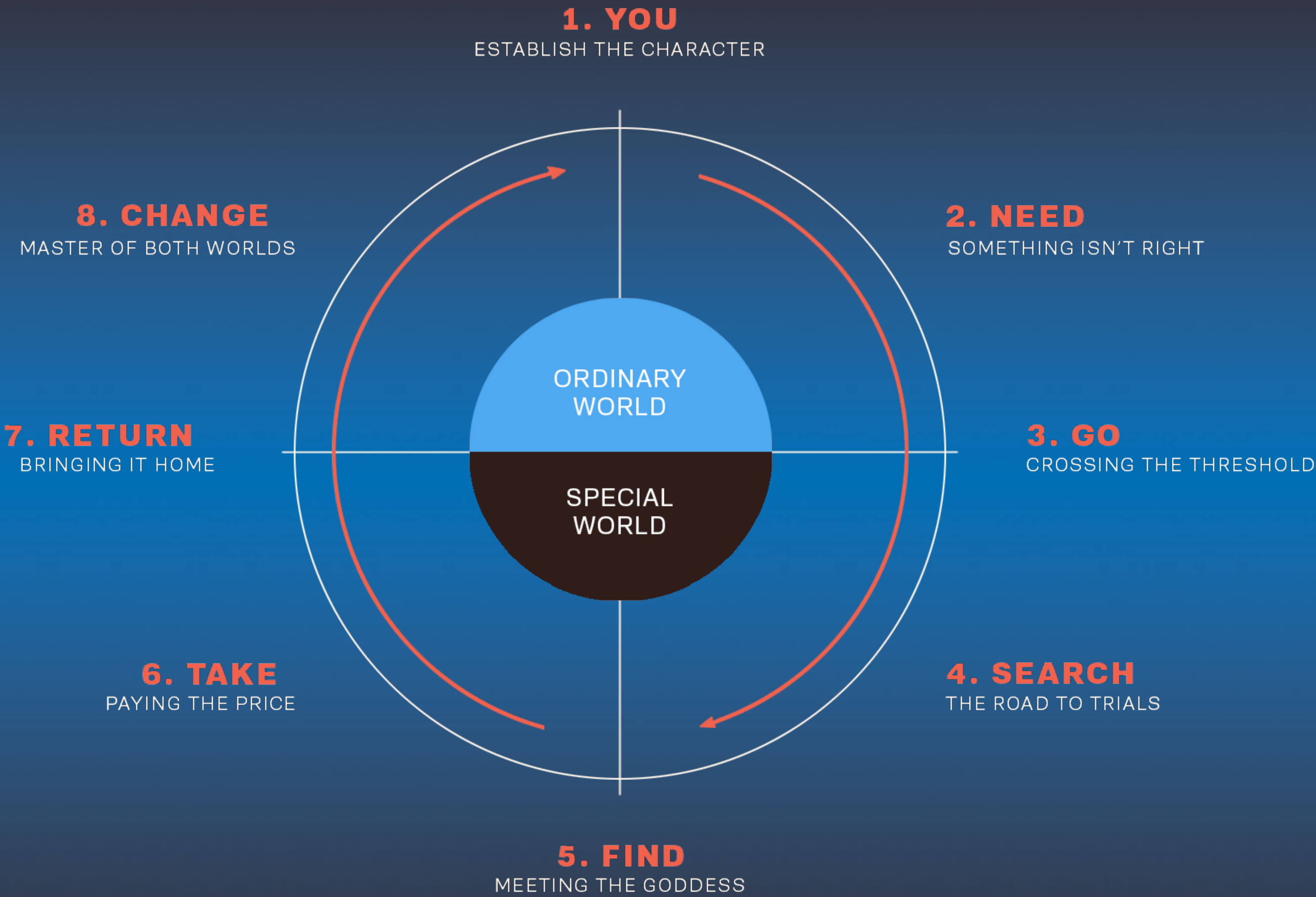


Dan Harmon's Story Circle

Revised version of The Hero's Journey

RESULT
(Return | Act 3)

PROBLEM
(Departure | Act 1)



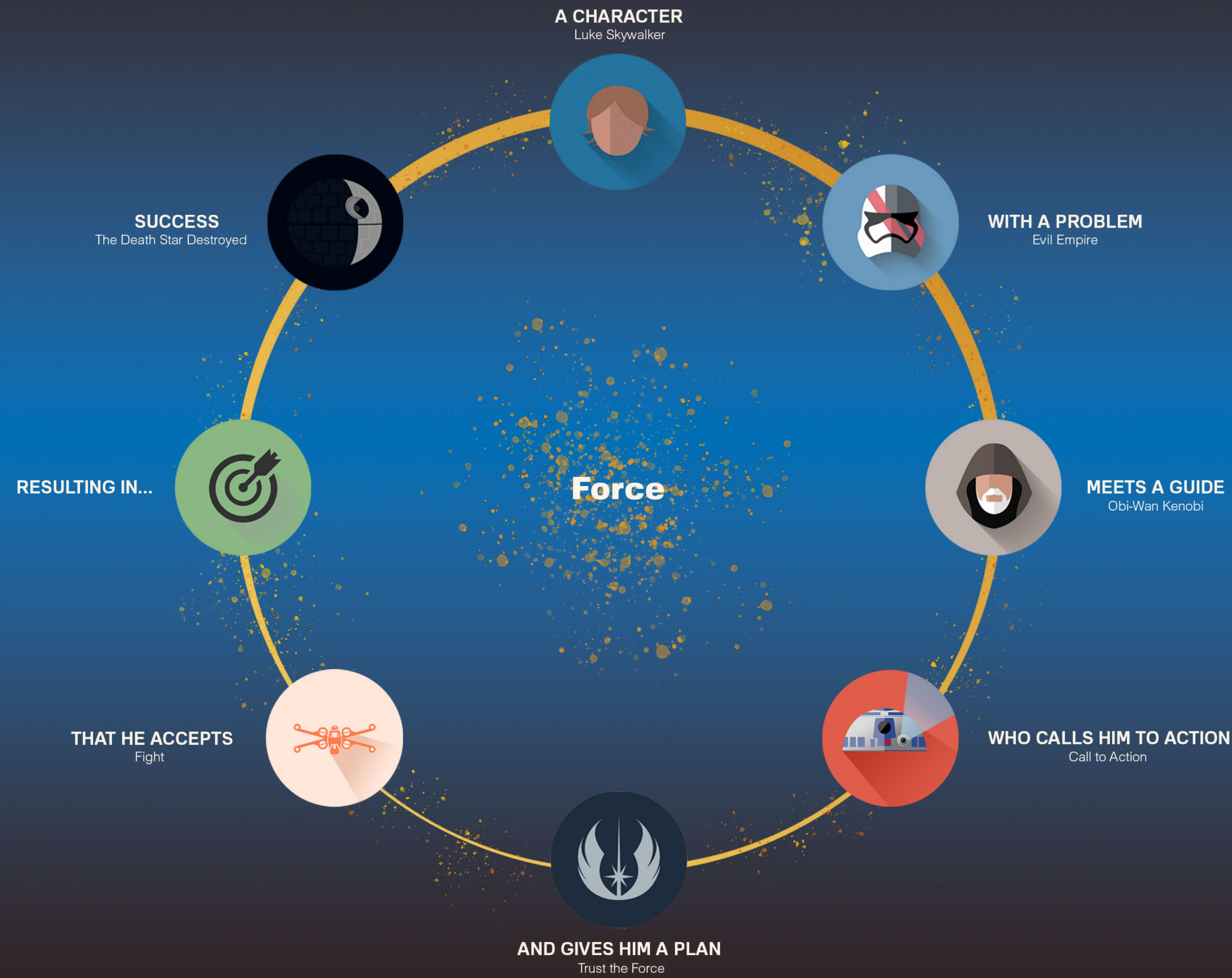
SOLUTION
(Initiation | Act 2)

Donald Miller's Version

The Story Brand Framework



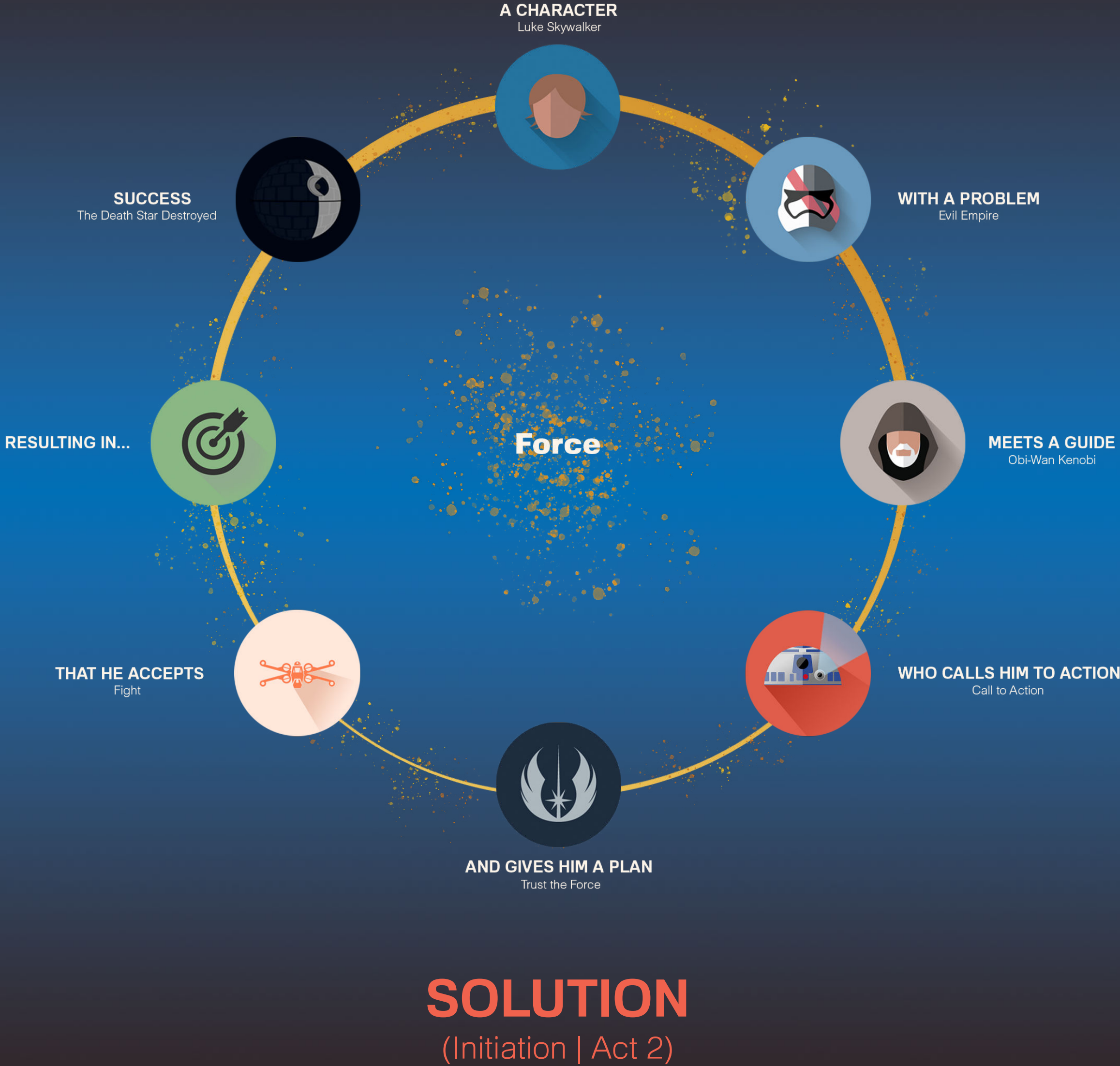
Luke Skywalker's Journey



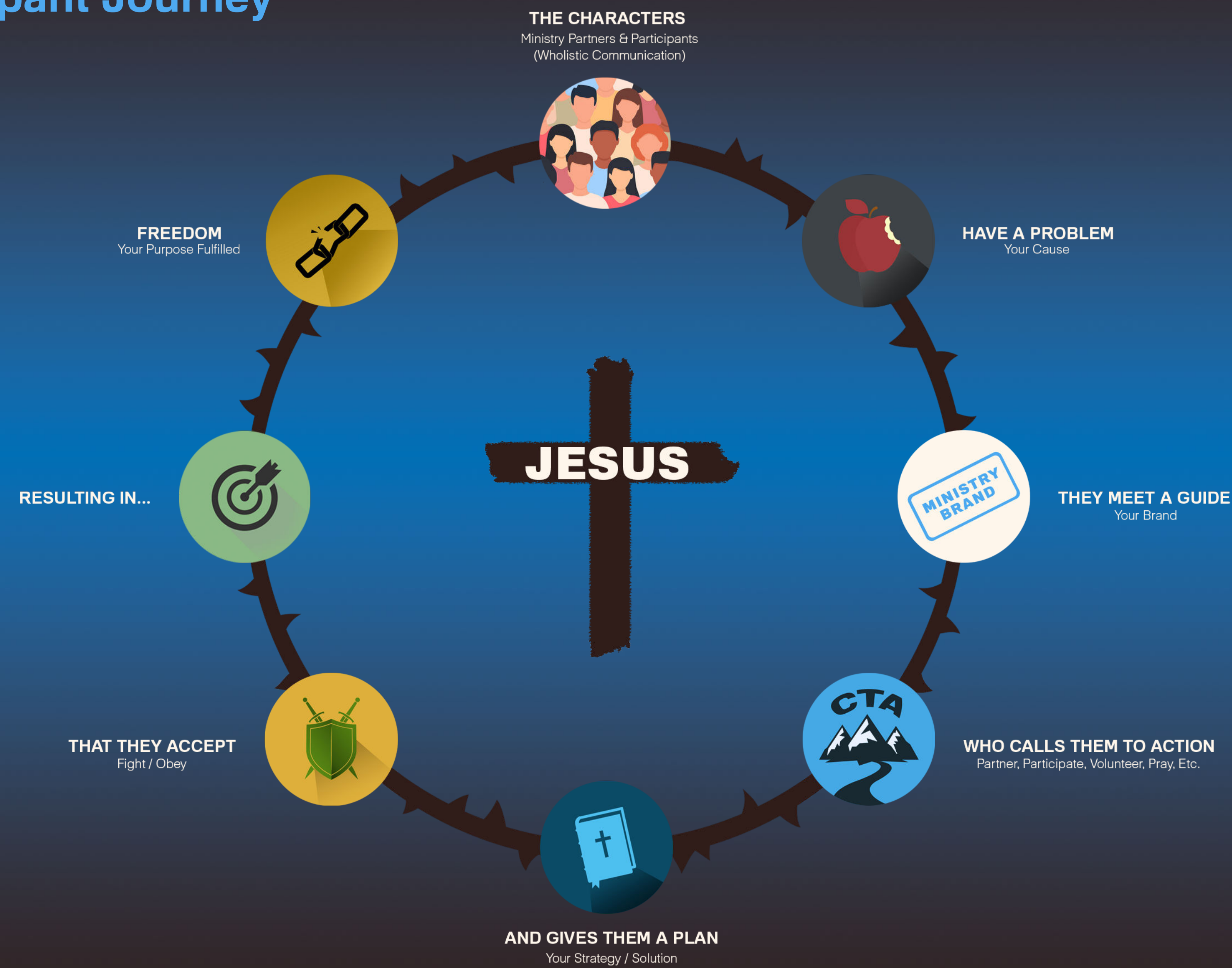
Luke Skywalker's Journey

RESULT
(Return | Act 3)

PROBLEM
(Departure | Act 1)



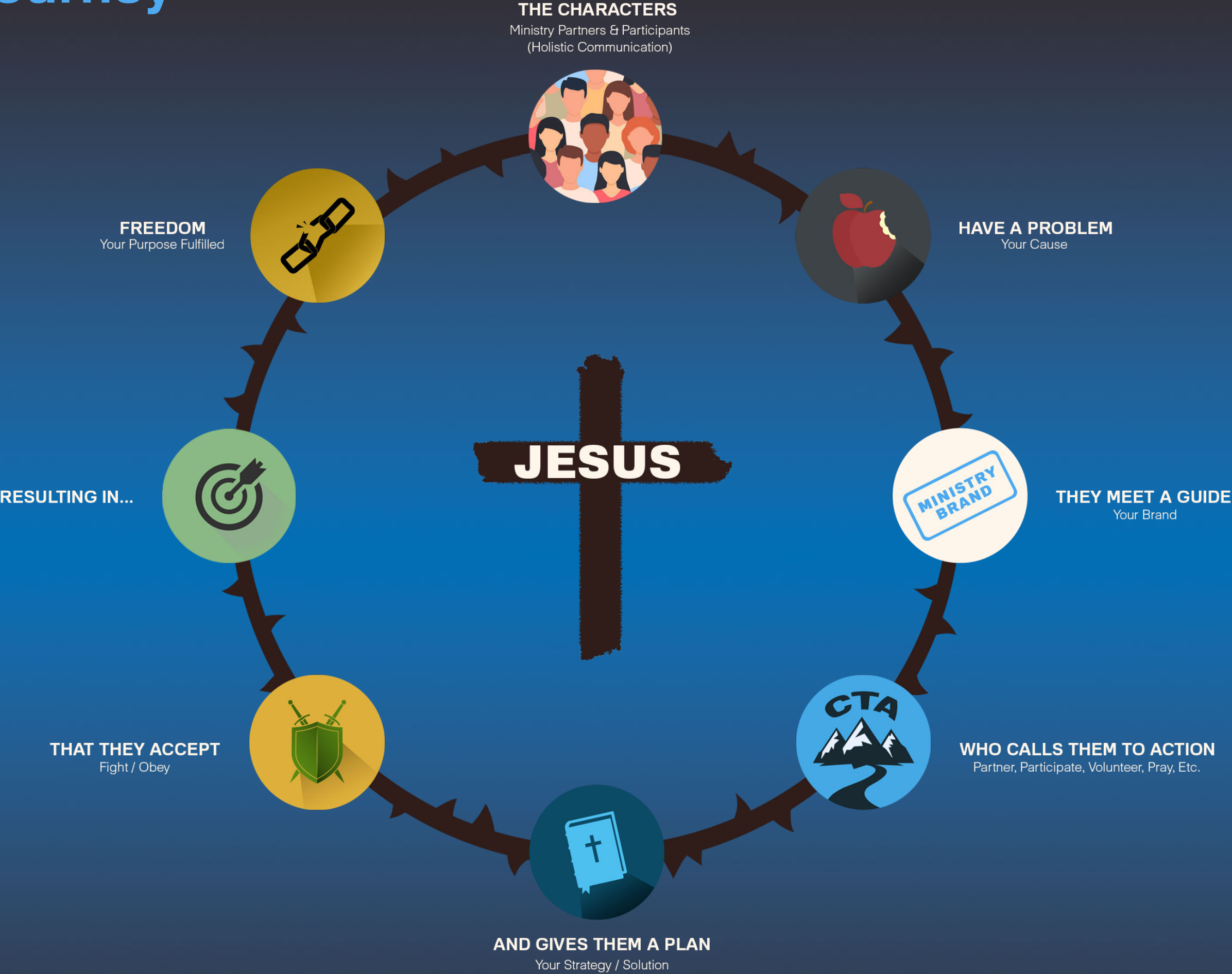
Partner & Participant Journey



Partner & Participant Journey

RESULT
(Return | Act 3)

PROBLEM
(Departure | Act 1)



SOLUTION
(Initiation | Act 2)

Purpose Statement

Why do you exist? What do you believe?

If your ministry story was a book, this is your title.

What makes up the purpose statement?

- **Formula/Ask these questions:**

- Why does your ministry exist? What does your ideal world look like? If you completed your work tomorrow, what would the world look like?
- If you can, make this statement a word picture.
- This statement is the WHY behind your ministry.

Note: Please make sure this statement is holistic and speaks to both your partner AND your participant.

Case Studies



“Everyone deserves access to quality education.”



“End slavery in our lifetime.”



charity: water

“Solve the water crisis in our lifetime.”

NEW STORY

“Pioneering solutions to end global homelessness.”



“Empowering Women to Overcome Poverty”



“The life outdoors is the life well lived.”

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Mission Statement

The goal of the mission statement is to prove your WHY is true.

Mission Statement Formula

Problem > Solution > Result

- **Introduce the conflict or need.** **WHAT**

- What is the external problem?

- **Share your solution to the problem.** **HOW**

- What is your strategy, plan, or resolution to the problem?

- **Result or Success.** **WHY**

- What does success look like, or Why are you doing what we do?
 - If you can make this success or result piece a **WORD PICTURE**, it will be even more powerful.
 - This can be your WHY or your purpose statement, or a variation of them.

Notes:

- *Avoid vague, obscure, and ambiguous language.*
- *Make sure this statement is holistic and speaks to both your partner AND your participant.*

Vital Traits

How do we need to conduct ourselves in order to achieve our goals?

Vital Traits Checklist

Necessary Traits

- Is the trait necessary and relevant for achieving your mission?

Actionable, Aspirational, and Achievable

- Are your traits nouns, or verbs? Can your people take action on them?
- Are they aspirational? Are they traits that you can strive towards?
- Are they achievable? “Perfection” shouldn’t even make the short list for your list of vital traits.

Rank Order

- They need to be written down in order of importance.

One-Liner

A communication tool for all of your various strategies and departments.

One-Liner Formula

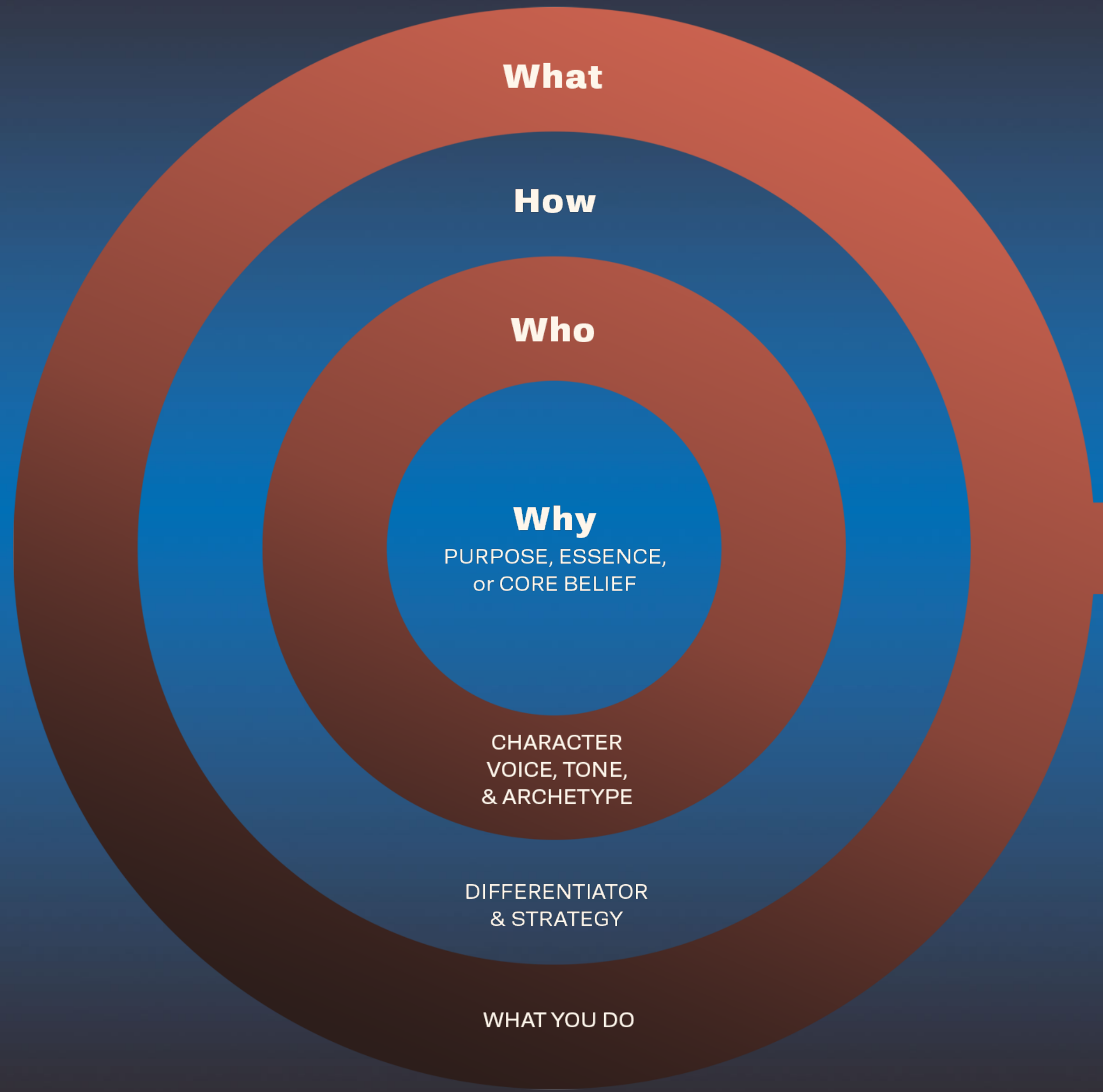
Problem > Solution > Result

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GUIDING PRINCIPLES



HOLISTIC CORE MESSAGING



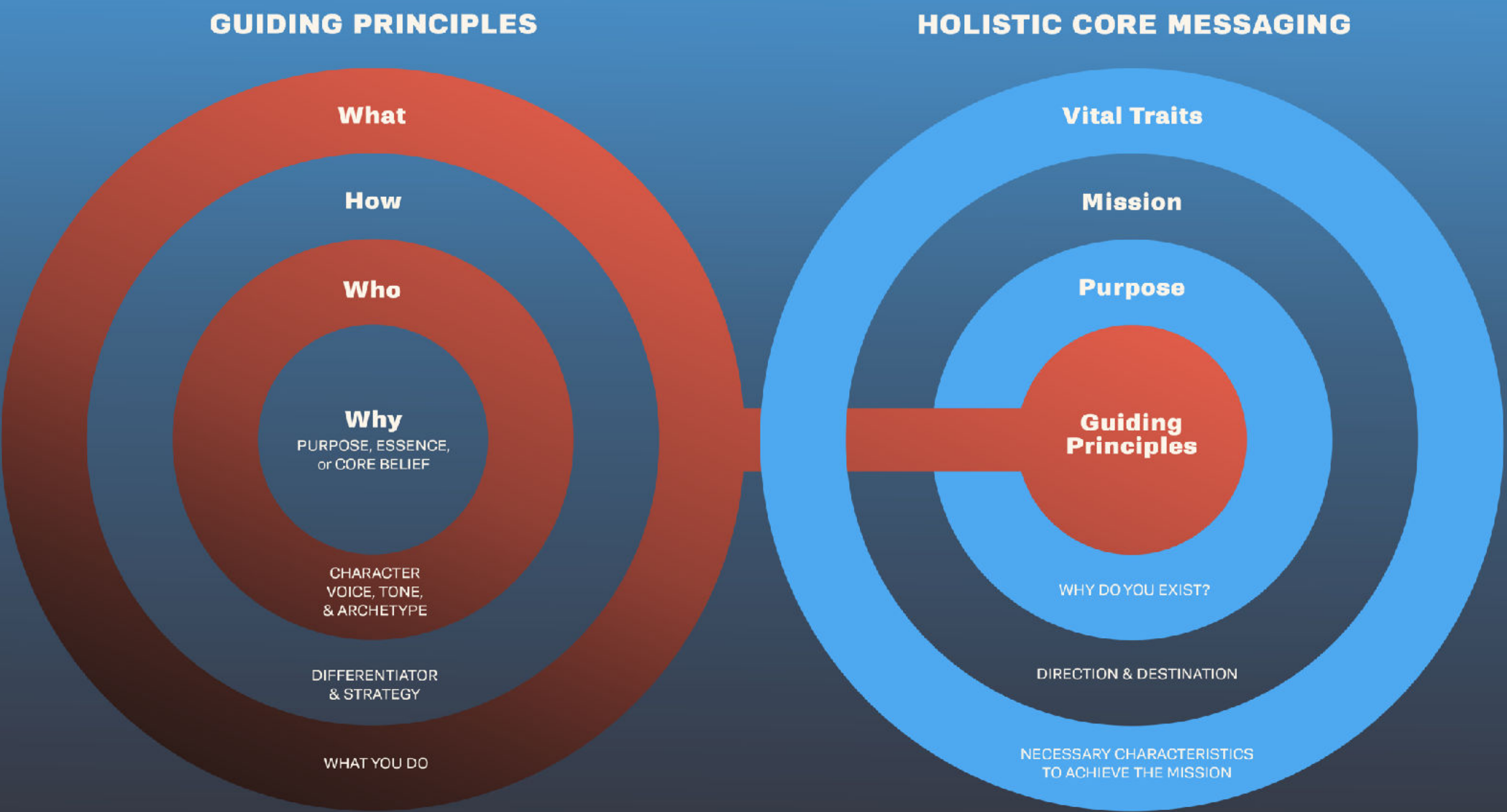
Download

Strategy & Messaging Map

THE RELIANT CREATIVE STRATEGY & MESSAGING MAP

Use this map as a guide for your ministry to help ensure you're developing clear and holistic messaging for your audience.

- STEP 1:** Develop Guiding Principles
- STEP 2:** Allow Guiding Principles to sit at the center and inform your ministries holistic messaging.
- STEP 3:** Develop your holistic messaging map.



DEFINITIONS:

- Why:** Why do you exist? This is the foundation of everything you communicate.
- Who:** Your archetypal character, voice, and tone of your brand.
- How:** Your unique differentiator and the strategy behind your work.
- What:** Literally what your ministry does.

- Purpose Statement:** The foundation of your messaging. This is your WHY statement and it holds your brand beliefs. Why do you do what you do? Why does your organization exist? What is the moral of the story?
- Mission Statement:** Your mission statement provides direction and destination for your ministry. What have you set out to achieve? The formula is as follows:
Problem - Solution - Result
- Vital Traits:** Characteristics your people need to achieve the mission. Who do we have to be in order to be successful? The guidelines include:
Necessary Traits - Actionable, Aspirational, Achievable - Listed in Rank Order

LET'S INSPIRE & MOBILIZE THE CHURCH TOGETHER!

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www.reliantcreative.org

Resources

Books

- Simon Sinek - “Start with Why”
- Joseph Campbell - “The Hero with a Thousand Faces”
- Jonah Sachs - “Story Wars”
- Carl Jung - Google “Jungian Archetypes”
- “The Hero and the Outlaw” - Margaret Mark and Carol Pearson
- Christopher Vogler - “The Writer’s Journey”

Videos

- Every Story is the Same - <https://youtu.be/LuD2Aa0zFiA>
- Dan Harmon Story Cycle - <https://youtu.be/-XGUVkOmPTA>
- Jonah Sachs Story Wars - <https://youtu.be/o69xW8wtBhk>
- Start with Why - <https://youtu.be/IPYeClXpxw>

Articles

- Jesus and The Hero’s Journey - <https://everydayexiles.com/2018/11/19/jesus-and-the-heros-journey/sageblalock/#.XaSoUi2ZPGJ>
- Moses and The Hero’s Journey - <https://everydayexiles.com/2018/11/05/moses-and-the-heros-journey/sageblalock/#.Xn-QI9NKjGK>
- * [UGC is 35% more memorable](#)
- * [UGC gets 4x higher click-through rates](#)
- * [UGC results in 29% high web conversions](#)
- * [YouTube UGC gets 10x more views](#)
- * [41% of consumers only need between 1 and 4 UGC reviews to purchase](#)
- <https://medium.com/fassforward/use-these-story-structures-to-make-messages-people-talk-about-cee6ad96bc62>

Resources

- https://reliantcreative.org/wp-content/uploads/2022/10/Strategy-Messaging-Map_Revised-2022-1.png

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Helping the Church testify of all that Jesus is doing.



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Thank You!