

3 Archetypal Scenarios

The Challenge

The Creation

The Connection

The Challenge

“Rags to Riches”

A poor and derelict main character gains something they lack (money, power, love) loses it, and then wins it back again by the end of the story – Cinderella

Overcoming the monster

A hero who must conquer some sort of evil force (typically physical but sometimes metaphysical)

The cautionary tale

What fairy tales were initially meant to do

The quest

The main character must reach a certain location, attain a certain object, or fulfill a certain objective while conquering

Many obstacles along the way.



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The Connection

Togetherness

"A day in the life of" "His/ her story" strategy used by NGOs

<https://www.savethechildren.org/us/charity-stories/oumar>

Vulnerability

The hero with feelings and flaws

<https://toplead.eu/en/blog/id/ranked-top-10-examples-of-business-storytelling-157/>

