

(LESSON 4) What Are Your Story Aims & Objectives?

Hey there, cool cat.

My friend Izzy loves to travel. She's a true daydreamer if ever I've seen one, and when it comes to talking about tomorrow's plans, we chat for hours. She's always on the move, and the last thing a traveller wants is an itinerary. When freedom and the wonderful unknown drives you, structure is often your biggest fear.

When it comes to storytelling, I have the same mantra. Too much structure kills it. Whether it's a novel, blog post, or brand story, knowing every detail before you begin stifles your creativity. It needs room to breathe and evolve. What you start with isn't what you end with, but there's a gigantic BUT you cannot ignore.

I shared these thoughts with Izzy one day, and how I like Srinivas Rao's outlook of needing a compass rather than a roadmap. He doesn't need to know the path, simply the direction. I explained it to her like this...

IT'S LIKE THE GREAT AMERICAN ROAD TRIP, IZZY

Travelling without a timescale or destination can be rather dangerous. Starting a business without a vision or plan leads to chaos.

"If I start in New York, and say I want to finish in LA," I said to her. "And I want to accomplish this in four months, I have direction. I could take dozens of routes

and stop at hundreds of places, but I have a goal to work towards. If it takes five months, no bother. If my plans change along the way, great. But I begin with something ahead of me, and this keeps me on track.”

“What’s the alternative?” she asked.

“To travel without a timescale, budget, or direction. I suppose this is fine, but how do you know when you’re finished?”

When it comes to your story, the same applies. As you travel this crazy journey, you’ll uncover new things and ideas and a whole host more. The last thing you want is a detailed plan that doesn’t allow innovation or adaptation. **BUT** if you simply start with no end goal in sight, how do you know if you’re heading in the right direction?

YOUR STORY AIMS & OBJECTIVES AWAIT

I won’t tell you how many aims and objectives you should have, or how detailed they should be. You’re a unique individual, and everyone works differently. Some love a detailed plan with pie charts and wall charts and stats and figures. Others prefer a brief overview, with one or two bullet points littered throughout. **Do what feels right for you.** So long as you create a general direction to work towards, you’ll stay on the right path.

Be sure to leave lots of wiggle room, though. Like I say, a New York-to-LA road trip can take many routes. It houses infinite possibilities, and this is what it’s all

about. Your story's unique to you, so don't try place it within a cookie-cutter template.

Saying this, I do have a **Story Aims & Objective Template**, so feel free to use it if you wish (*although I won't feel bad if you tinker with it and adapt it. In fact, I'd be ever so proud of you*).

**>> DOWNLOAD YOUR FREE
TEMPLATE HERE <<**

I encourage you to adjust things to suit your style and needs, but this is how I approach my aims and objectives (*not just story based ones, but in general*).

AIMS = These are your intentions and statements of intent.

OBJECTIVES = Whereas these focus on how you intend to achieve your aims, and are generally more actionable and measurable. By nature, Aims are aspirational, whereas Objectives are S.M.A.R.T (*specific, measurable, achievable, realistic, time focussed*).

My advice is to not overcomplicate things. Create 2–3 Aims with 3–5 Objectives for each. These are guides more than anything else, so they don't need to detail your entire world.

YOUR CHALLENGE, SHOULD YOU

CHOOSE TO ACCEPT IT

As usual, I have a challenge for you, but it's super simple on this occasion. To begin with, fill in your **Story Aims & Objectives**, and once you've done this **Hit Reply and send them to me**. If you'd like my feedback, I'll give it you. But sometimes, the simple act of sharing them with someone is enough. Setting objectives and filing them away means nothing. **You have to follow through**, and look at them, and stick to them, and ensure you stay on the right path.

It's easy to create objectives, but sticking to them ... hmmm, not so much.

I hope you're enjoying this Free Course so far, and if you have any questions or feedback, please get in touch. Your next email completes the **DISCOVERY** process, and then we move on to the juicy Creation stage. Exciting times ahead, kid :)

Keep it cool, cat. TURNDOG

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PS: If you enjoy my words and don't seem to think I talk complete nonsense, you may like to follow me on [TWITTER](#). I share lots of links, quotes, and images, and I check it each and every day. Be pat of my journey, because it's lonesome otherwise. And if you do, be sure to say hello :)