

ACCESS BANK LAGOS CITY MARATHON 2020 – MORE THAN A RACE

**Begin the
Story**

Did you know your mind is made up of three different parts, the numb, the altered and the extraordinary? Pay no mind to the numb one, he's already dead. The altered, well, he doesn't exactly have a sense of purpose. Oh wait! What about the extraordinary mind? You bet this is where your super-man power lies.

Communication

**Build
excitement
and Create
tension**

You've probably heard quite a lot of times that you were made for greatness, you are a terrific being, you are the man the world's been waiting for, you have the heart of a lion, you are one in a million, and the list goes on. Well, just how many of these did you really believe?

Reality

All your life, you've been stuck in a box and lowered into an abyss of uncertainty, wondering if you were really made for greatness, and pondering if you are actually the hero the world seeks.

**Leverage
suspense**

Well guess what? Your crowd might just be out there on the streets of Lagos, waiting to cheer you on. What are you still doing in that creepy dark old abyss? Come on out and experience the most joyful street party in Nigeria. Ravel in the chance to test your limits, zap stress, and escape the day-to-day pressure of a busy life "in Lagos".

Are you still wondering what all this is about?

**The big
reveal**

It's the Lagos City Marathon 2020!!! The only race in the world that creates a stage for heroism.

This is an opportunity to awaken your numb mind, give your altered mind a sense of purpose and unleash the full grace of your extraordinary mind.

Join us in February 8, 2020 and partake in the biggest street

Affinity

race ever. Make sure to grab a buddy or two, THIS IS GOING TO BE MORE THAN A RACE.

Remember, this is an **OPPORTUNITY**, not an **OBLIGATION**.

BRIEF EXPLANATION

The Arc of storytelling and the principle of Affinity, Reality and Communication (A.R.C) are two distinct concepts, but share a similar function; which is, "FOSTERING A SUSTAINABLE RELATIONSHIP".

The A.R.C which is one of the tools of considerable importance in Scientology is indubitably effective due to its deliberate nous in fostering interpersonal growth and understanding between and amongst individuals.

Its usage in the above sample depicts this in a sense. The first step in successfully passing across a message is obviously through **Communication** (whether verbal or non-verbal). The manner in which your message is received, and the feedback you elicit, depends on your ability or inability to establish agreeable grounds with your audience, which of course leads us to **Reality**.

In building an effective relationship with your intended audience, your message should not be devoid of a true sense of reality, something you and your receiver can agree on to be true, solid and affirmable. With reality, comes agreement. With your audience agreeing with you, the possibility of educing a positive feedback is usually on the high.

Oftentimes, when a person or a group of people tend to agree with a lot of the things you say, mostly because there are relatable, they start to feel a certain degree of likeness or love for you. This is where **Affinity** comes in. Here, you have succeeded in winning over the individual(s) affection, hence, they are more likely to trust you and in the long run, stay loyal to you.

However, these 3 terms are integral parts of one another as far as building a viable relationship is concerned. You cannot have one without the other.

The storytelling arc on the other hand is simply meant to take your audience through an intriguing narrative that builds up to an unexpected end (the big reveal). Through the arc, you are committed to sharing information in bits to your audience which could elicit an emotional response. Oftentimes, this emotional response is that which you have already anticipated (For instance, in the sample above, an enthusiastic response is our expected feedback).

More so, the fact that your audiences could already be feeling this emotion due to your narrative simply means that they are already hooked, and there is a good chance they are by this time interested in you, and are probably ready to stick with you till the end. It really does not matter what else they have got going on, as long as you have proven to be the inspiration they need; the joy they need; the admiration, confidence or contentment they need; you will always be on their mind, and that is what counts the most.

P.S - The sample piece above does not majorly pass as an actual story arc due to limited information on the subject.

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