



A CHARACTER

What do they want?



MEETS A GUIDE
WHO UNDERSTANDS
THEIR FEAR

Empathy

Authority



THAT CALLS
THEM TO ACTION

What's the call to action?



SUCCESS

Successful Results

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____



AND GIVES
THEM A PLAN

Summarize your plan



THAT RESULTS IN...



FAILURE

Tragic Results

- _____
- _____
- _____



WITH A
PROBLEM

External

Internal

Philosophical

STORY

BRAND

StoryBrand.com