

YOUR STORY BRAND



A CHARACTER

WHAT DO THEY WANT



AND MEETS A GUIDE

EMPATHY

COMPETENCY & AUTHORITY



A CHARACTER HAS A PROBLEM

QUALITY PROBLEM

EXTERNAL

INTERNAL

PHILOSOPHICAL



WHO GIVES THEM A PLAN

PROCESS

AGREEMENT

YOUR STORY BRAND



AND CALLS THEM TO ACTION



THAT ENDS IN A SUCCESS

DIRECT

TRANSITIONAL



THAT HELPS THEM AVOID
FAILURE



CHARACTER TRANSFORMATION

FROM

TO