

BRAND STORY TEMPLATE

1. DESCRIBE THE SETTING

2. INTRODUCE THE HERO

3. SET UP THE HERO'S MOTIVATIONS

Act 1: The Setup

4. INTRODUCE THE CONFLICT(S)

5. INTRODUCE THE SAGE (THAT'S YOU)

6. GUIDE THEM TO A SOLUTION

Act 2: Rising Action

7. CALL THEM TO ACTION

8. DESCRIBE THE JUBILATION OF SUCCESS

9. SPELL OUT THE HERO'S JOURNEY

FROM THIS

TO THIS

Act 3: Transformation