How to Use Storytelling in Your Branding to Influence People

EDITABLE

Storytelling Messaging *Worksheet*

A *character...*

WHAT DOES YOUR CHARACTER WANT?

has a *problem...*

WHAT PROBLEM DOES YOUR CUSTOMER HAVE?

and meets a *guide...*

HOW DO YOU EXPRESS EMPATHY & AUTHORITY?

EMPATHY	AUTHORITY

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who gives them *a plan...*

WHAT IS YOUR PROCESS TO SOLVE THE PROBLEM?

STEP 1

STEP 2

STEP 3

and calls them *to action...*

WHAT IS YOUR DIRECT CALL TO ACTION?

that ends in *success...*

WHAT WILL LIFE LOOK LIKE FOR YOUR CUSTOMER AFTER THEY GO THROUGH YOUR PROCESS?

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or helps them *avoid failure.*

WHAT WILL LIFE LOOK LIKE FOR YOUR CUSTOMER IF THEY DON'T GO THROUGH YOUR PROCESS?

OTHER NOTES:

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Note *Paper:*

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