

# How to Tell

# Better Stories

## Your strategy

## Your story

Please describe your brand in one sentence.

What is your current market position?

Describe the challenges and/or opportunities?

What are your communication goals?

What are your obstacles?  
(People, organizations, time, money, knowledge, environment)

Identify your target market(s).

What do they care about?

How will you reach them?

How will you convert them?

How/when will you know you have won?

HERO

BACK STORY

INCITING INCIDENT

END GAME

FOLD

ANTAGONISTS

ACT II "THE LOVE STORY"

FINALE