PROJECT _____

A CHARACTER

What do they want?

_____
_____
_____
_____
_____

MEETS A GUIDE WHO UNDERSTANDS THEIR FEAR

Empathy
_____
_____

Authority
_____
_____

THAT CALLS THEM TO ACTION

Direct
_____

Transitional
_____

SUCCESS

Successful Results
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

AND GIVES THEM A PLAN

Summarize your plan
_____
_____
_____

WITH A PROBLEM

External
_____
_____

Internal
_____
_____

Philosophical
_____
_____

THAT RESULTS IN...

FAILURE

Tragic Results
- _____
- _____
- _____

STORY BRAND

IDENTIFY TRANSFORMATION

From
_____
_____

To
_____
_____