

Start by identifying the audience – who is the hero of this story?

Backstory/Context

What's brought us to this point?
What shared experience do we have?

Hurdle

What challenge or issue faces the hero?
Can you tell a story to show the problem?
Quantify the challenge in terms of...

MONEY TIME FEELINGS

Worst case scenario: If we don't overcome this hurdle, what will be the long term...

Impact?
Consequence?
Effect?

Negative language

End goal

"Our aim..."
"Imagine..."
"What if..."

MONEY TIME FEELINGS

What would be the positive...

Impact?
Consequence?
Effect?

Positive language

WHY

HOW

Route

This is **how** the hero will reach their goal, the journey they will take.

1) HEADLINE

Here is some detail to explain the headline

2) HEADLINE

Here is more detail to explain this headline

3) HEADLINE

Here is even more detail to explain the last headline

SIGNPOST

WITH

HEADLINES

Show some **evidence** throughout this journey such as examples, graphs, demos, to reassure the hero all will be well

Outcome

This is **either** the outcome of the meeting (tell us the next step) or if talking about yourself tell us what you learned from the journey.

"All I need from you is..."

"What I learned from that is..."

Audience?

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