



## Bringing it Together: Tell the Story

Write a story you can tell in 2 minutes that uses all the Elements. It should be a story that grabs your attention right off the bat, is driven by and focused on people, and has tension that can be resolved with a clear call-to-action for your audience.

# 1. Grab Attention

How can you disrupt your audience's routine?

What surprising data/research do you have?

What current event/trend can you leverage?

## 2. Paint a Picture

What's the business/industry environment?

What's the social condition/mood of customers?

What memorable details will help set the stage?

## 3. Humanize

Who are your human characters?

Who are the heroes and who are the villains?

Are they characters to whom your audience can relate?

## 4. Resolve a Conflict

What are the obstacles/problems that need to be overcome?

What are the inherent negatives your audience will gravitate towards?

What's the turning point ("aha moment") where that conflict is resolved?

What is the moral and actionable outcome of your story?