



STORYTELLING workshop

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CHARACTER *(audience)*

Who are we trying to **serve**?

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What do they **have in common**?

eg. demographics, job, interests, etc.

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Why are we focused on them **specifically**?

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How can we **learn more** about them?

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CONFLICT *(problem)*

What **problem(s)** do they have?

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How does this make them **feel**?

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What's at stake if this problem **isn't solved**?

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RESOLUTION *(solution)*

How do we **help solve** their problem?

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Why is their problem **worth solving**?

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Where might they **look** for potential resolution?

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CHANGE (*transformation*)

What **changes** when they work with us?

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What are the first **action steps** they should take?

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What would they **tell others** about us?

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VILLIAN (*competition*)

What are the **alternatives** to working with us?

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How are we **different** from these competitors?

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What **uniquely qualifies** us to be their guide?

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GUIDE (*brand*)

What do you want **to be known for**?

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What **core values** motivate us?

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What **emotions** do we want to evoke?

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How can we **summarize** our brand story?

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