



BUILDING YOUR STORY

7 STEPS TO SUCCESS



A CHARACTER

What do they want?

WITH A PROBLEM

Internal, External, Philosophical



MEETS A GUIDE WHO UNDERSTANDS THEIR FEARS

Empathy, Authority



AND GIVES THEM A PLAN

Summarize Your Plan



THAT CALLS THEM TO ACTION

Direct, Transactional



SUCCESS

Successful Results



FAILURE

Tragic Results
