

Story Selling Framework

ACT I



Audience: _____

Think: _____

Feel: _____

Do: _____

What do they wish for and want? _____

Why don't they already have it? _____

ACT II



What has changed in their world? _____

What will happen if they do nothing? _____

What will happen if they do something? _____

How are you uniquely equipped to help them get what they wish for and want? _____

ACT III



What will success look like to them? _____

What will success *feel* like to them? _____

What do you want them to do now? _____
