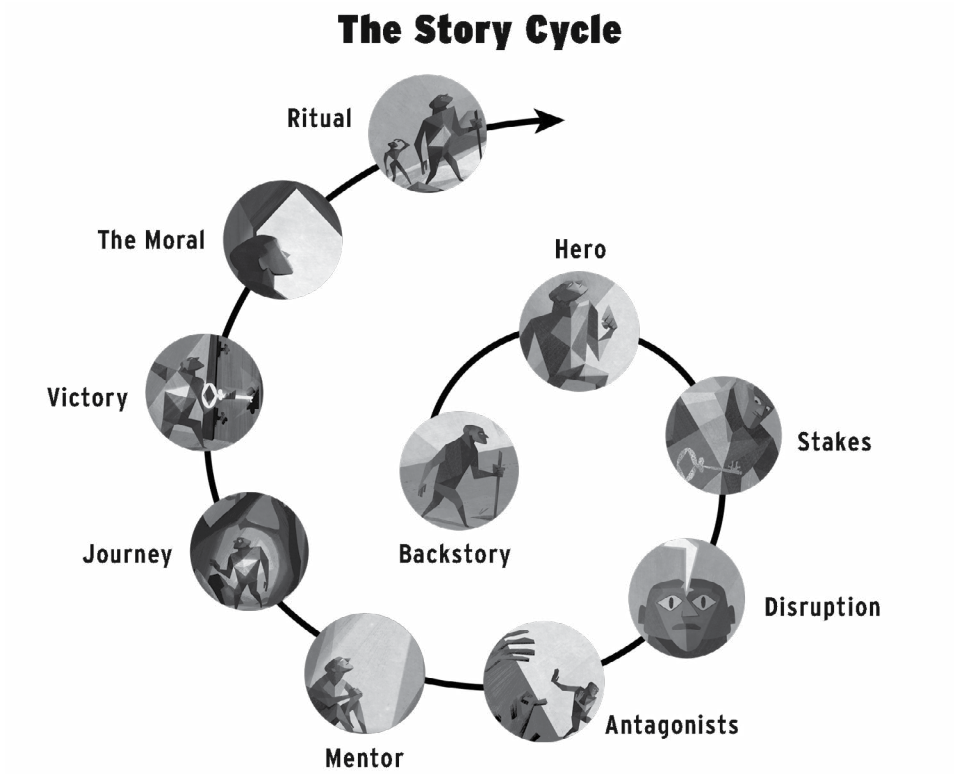


# WHAT'S YOUR STORY?



As a leader of a purpose-driven brand, you communicate and care, but you wish your messages were more impactful. Now you can use the proven Story Cycle System™ to craft and tell compelling stories that sell.

**the business  
of story**

# Backstory



Stories are about moments that have shaped us. So set the stage for your tale by telling us when and where your story takes place. This alerts your audience that something is about to happen. And remember, the power of story lies in the specific and concise details.

# Hero



Introduce us to the main character in your story. It might be you, a family member, friend, or colleague. Your audience must be able to relate to and care about your protagonist to coax them into your story.

# Stakes



Describe what's at stake for your character. Is this story about something they may gain by taking a chance, or is it about something they stand to lose by doing nothing remaining in status quo?

# Disruption



What's the inciting incident in your story that disrupts your hero's ordinary world? Change is afoot and it's this conflict that propels your story forward.

# Antagonists



Define the obstacles and antagonists that are out to get your hero. These can be external forces, internal demons, or both. What is your protagonist up against that raises the stakes in their journey?



# Mentor



Every hero has a mentor or sidekick who provides guidance through wisdom and experience. Maybe they even arm them with a tool or resource that aids them on their journey.  
Tell us about the mentor in your story.

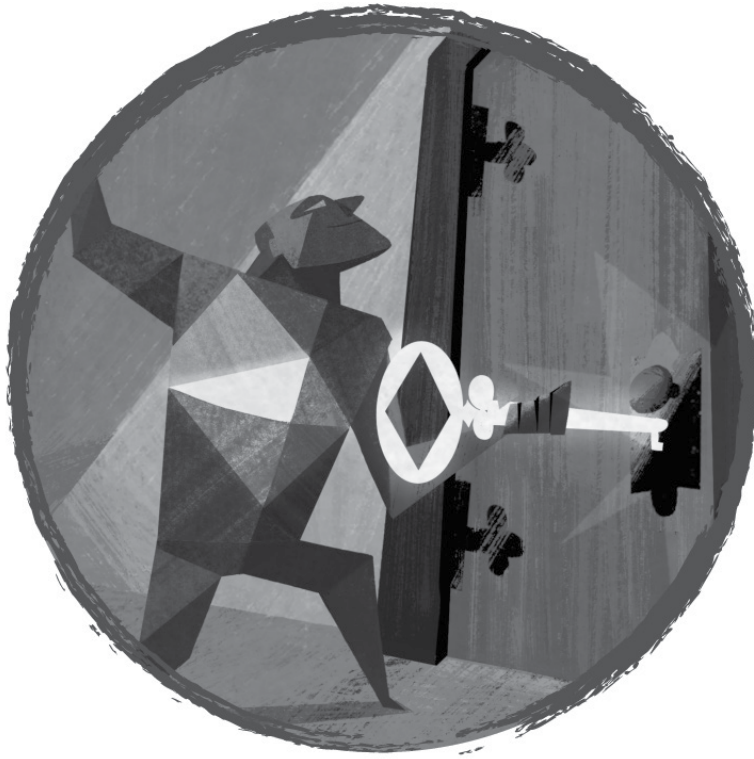
# Journey



All great stories are about action and adventure with a surprising twist that leads to an "aha moment". Take us to the highs and lows along their road of trials.



# Victory



In the face of overwhelming odds, what did your character overcome to achieve their initial success? What does that victory look like?

## Moral



What is the moral of your story and how does it connect your shared beliefs and values with your audience?

# Ritual



Stories scale. So what do you want our audience to think, feel and do because of your story? How do they make your story *their* story to share with others through the human ritual of storytelling?



Park Howell is a 35-year veteran of the branding arts and founder of the Business of Story. He helps you clarify your story to amplify your impact and simplify your life. Learn how you can excel through the stories you tell at [businessofstory.com](https://businessofstory.com)

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