

the business of story®

The ABT Narrative Framework Worksheet

The ABT (And, But, Therefore) framework uses the three forces of story which are agreement, contradiction and consequence. Our primal pattern-seeking, problem-solving, decision-making, buying limbic brain loves receiving information in this structure.

Start with a positive/aspirational Statement of Agreement to illustrate your understanding for and appreciation of *their* situation. Introduce *their* problem with your Statement of Contradiction that triggers *their* problem/solution brain as you demonstrate empathy for *their* plight. Now that you've created trust, craft a powerful call-to-action with your THEREFORE Statement of Consequence that solves their problem.

AGREEMENT

Identify your audience.

Detail what they want relative to your offering....

AND clarify why it's important them.

CONTRADICTION

BUT acknowledge the negative emotion they feel *because* of (describe the problem) you can solve for them.

CONSEQUENCE

THEREFORE, reveal the positive emotion they will experience when they work with (introduce the brand) that delivers (detail the product or service solution).

EXAMPLE: *You want to connect with your people **AND** if you can share a compelling story then you will build trust and excite them to action.*

BUT *you're frustrated with lackluster engagement because you're trying to influence using logic and reason when what your audience's buying brain really wants is the emotional pull of a story.*

THEREFORE, *imagine the excitement of hooking them in under 15 seconds using the ABT agile narrative framework to become vastly more influential and persuasive getting their buy-in faster.*