

PROJECT _____

THE ONE PAGE BRANDSCRIPT



A CHARACTER

What do they want?



MEETS A GUIDE WHO UNDERSTANDS THEIR FEAR

Empathy

Authority



THAT CALLS THEM TO ACTION

Direct

Transitional



SUCCESS

Successful Results

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-
-
-
-
-
-



AND GIVES THEM A PLAN

Summarize your plan

THAT RESULTS IN...



FAILURE

Tragic Results

-
-
-
-



IDENTIFY TRANSFORMATION

From

To



WITH A PROBLEM

External

Internal

Philosophical

STORY

BRAND

StoryBrand.com