

PROJECT _____

THE ONE PAGE BRANDSCRIPT



A CHARACTER

What do they want?



MEETS A GUIDE WHO UNDERSTANDS THEM

Empathy

Authority



THAT CALLS THEM TO ACTION

Direct

Transitional



SUCCESS

Successful Results

- ---
- ---
- ---
- ---
- ---
- ---
- ---
- ---



FAILURE

Tragic Results

- ---
- ---
- ---



IDENTIFY TRANSFORMATION

From

To



AND GIVES THEM A PLAN

Summarize your plan



WITH A PROBLEM

External

Internal

Philosophical

STORY

BRAND

StoryBrand.com

THAT RESULTS IN...