

OWN YOUR STORY

STORYTELLING FRAMEWORK FOR _____

You are not the hero
of your presentation story.
Fill out this framework
to structure a presentation
that will compel the real
hero to take action.

WHO IS THE HERO?

What does their world look like now? What are their frustrations?
What is their greatest desire?

CHALLENGES

What's stopping them from achieving their goals or their dream life?
Group these challenges into three.

1

2

3

SOLUTIONS

For each challenge, how can you provide a solution?

1

2

3

YOU ARE THE GUIDE

How can you
build trust?
Have you walked
this path before?
Can you prove it?

BRIGHTER FUTURE

What will their
world look like
with you in it?
Are there more
benefits than
solving challenges?

CALL TO ACTION

What's the
first step?
