

How to Use Storytelling in Your  
Branding to Influence People

P R I N T A B L E

# Storytelling Messaging *Worksheet*



**A** *character...*

WHAT DOES YOUR CHARACTER WANT?

**has a** *problem...*

WHAT PROBLEM DOES YOUR CUSTOMER HAVE?

**and meets a** *guide...*

HOW DO YOU EXPRESS EMPATHY & AUTHORITY?

EMPATHY	AUTHORITY

**who gives them** *a plan...*

WHAT IS YOUR PROCESS TO SOLVE THE PROBLEM?

STEP 1

STEP 2

STEP 3

**and calls them** *to action...*

WHAT IS YOUR DIRECT CALL TO ACTION?

**that ends in** *success...*

WHAT WILL LIFE LOOK LIKE FOR YOUR CUSTOMER  
AFTER THEY GO THROUGH YOUR PROCESS?

or helps them *avoid failure.*

WHAT WILL LIFE LOOK LIKE FOR YOUR CUSTOMER IF  
THEY DON'T GO THROUGH YOUR PROCESS?

OTHER NOTES:

# Note Paper:

