

Storytelling framework template

Your story conveys your product's message with meaning and impact. When done right, they inspire action, make you more memorable, unite your audience and simplify complex concepts.

Before you even think about putting pen to paper, make sure you ask and write down your answer to: What are you trying to achieve? Keep this front of mind throughout. If you don't, odds are your story won't reach the ending you'd hoped for.

To see this template in action, head to our storytelling [example here](#).

| Outline | Kickstarter copy |
|--------------------------------------|--|
| Step 1: Who is your audience? | An overview of your market or persona. [x] is a... |
| Step 2: Where are they now? | What does their life look like without your solution? At the moment, they... |
| Step 3: The villain | AKA their current workaround. How are they currently trying to resolve their problem? He/she tries to [x], but it's [x]... |

Step 4: What issue(s) is the villain causing them? As a result...

**The
disruption**

Step 5: Is anyone else impacted by your audience's problem? This also impacts...

**Which other
characters
are involved?**

Step 6: How are these other characters affected? Because it...

**How does it
impact
others?**

Step 7: What are your audience's goals? And what is it they're looking for in Their dream is to...

**The fairytale
ending**

Step 8: Who's getting in the way of their fairytale ending? In the world of However [X] is getting in the way
The B2B, this might be the 'blocker/gatekeeper' stakeholder. In B2C, it because...
antagonist could be cost.

Step 9: How does your solution replace the villain and appease the [Product X] puts an end to all this

| | | |
|------------------------|--|---|
| The hero | antagonist? | by... |
| Step 10: | Paint the picture of how much better life with your solution could be. | All so you can... |
| What life | What are the benefits? How will those benefits make them feel? | |
| could look like | | |
| Step 11: | What lessons can be learned from your customer's journey? | Achieving [X] doesn't have to be difficult, we... |
| The moral | | |
| Step 12: | End your story with real words, from real customers. | Don't just take our word for it though... |
| The new norm | | |
