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: **The disruption**	What issue(s) is the villain causing them?	As a result…
Step 5: **Which other characters are involved?**	Is anyone else impacted by your audience's problem?	This also impacts…
Step 6: **How does it impact others?**	How are these other characters affected?	Because it…
Step 7: **The fairytale ending**	What are your audience's goals? And what is it they're looking for in a vendor?	Their dream is to…
Step 8: **The antagonist**	Who's getting in the way of their fairytale ending? In the world of B2B, this might be the 'blocker/gatekeeper' stakeholder. In B2C, it could be cost.	However [X] is getting in the way because…
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: **What life could look like**	Paint the picture of how much better life with your solution could be. What are the benefits? How will those benefits make them feel?	All so you can…
Step 11: **The moral**	What lessons can be learned from your customer's journey?	Achieving [X] doesn't have to be difficult, we…
Step 12: **The new norm**	End your story with real words, from real customers.	Don't just take our word for it though…