The SUCCES Framework

Fill out this framework to identify the essence of what makes a story stick in others’ minds. Identify the Simple, Unexpected, Credible, Concrete, and Emotional aspects to weave into a Story.

1. **Business and/or Image Objective:** What are you trying to accomplish with your story?

2. **Who are you trying to reach?**

3. **Top Message:** What is the **SIMPLEST** idea at the core idea of your story?

4. **What aspect of your story do you think would be **UNEXPECTED** to people?**

5. **What **CONCRETE** details and images can you include?**

6. **What evidence gives **CREDIBILITY** to your story?**

7. **What about your story would evoke an **EMOTIONAL** response from people?**
8. Proposed story narrative: In a short paragraph, write your STORY.