

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.