

# Strategy's Story Arc

## Establishing the Audience (the Protagonist)

Understanding the audience's demographic, behavioral, and psychographic makeup through the following questions:

- Where do they live?
- What do they consume (eat, drink, wear, read, watch, listen to, etc.)?
- Do they have a routine? What makes up their routine?
- What motivates them?
- What goals are they moving towards?
- What are their desires?
- How do they relate to the world around?
- What beliefs do they hold?

## Audience Suffers

- What thoughts does the audience have about this challenge?
- What words are they using to describe the problem?
- What feelings is the audience experiencing about this problem?

## Audience faces the problem and tries solutions

- What solutions are they trying?
- Which of those do they love and hate most and why?

## Point of climax

- Audience stumbles upon one solution (happens to be our client's product/service)
- Antagonist (competitors) appears, trying to steal the audience's loyalty/attention/money
- Audience is lost and confused and their problem still not solved...
- ...until **our client differentiates and innovates** offering a one-of-a-kind solution
- Audience is uncomfortable with unfamiliar novelty so still not buying into client's solution...
- ...until our **client builds relationship with audience leading to trust** that neutralizes the risk of adopting novelty

## Audience faces challenge

- What is the audience's real challenge/problem?
- What are the direct and indirect causes of this problem?

## Challenge impacts the Audience

- What are the consequences of this challenge?
- How does this challenge impact the audience directly?
- What are the potential indirect consequences of this problem beyond the audience?

## Audience hits a breaking point

- At what point is the audience unable to tolerate the problem and ready for change?
- What does hitting the breaking point look like and feel like for this specific audience when it comes to this specific challenge?

## Audience takes action and begins looking for solution

- This is where the audience takes ownership and control to change their story (which speaks to the ego)
- Where is the audience searching for a solution?
  - What solution do they think they need to address this problem?

## Audience's tension releases

- Audience's challenge is solved through their adoption of the client's product/service
- Tension releases but life is not back to normal because...
- ... the **new normal is better than before**