



WHAT IS YOUR CURRENT STORY?

WHAT IS THE EXPERIENCE?



What Do Folks See?



What Do Folks Hear?



What Do Folks Feel?



What Do Folks Smell?



What Do Folks Taste?

TANGIBLE BENEFITS

INTANGIBLE BENEFITS

TARGET PERSONA AND CORE MOTIVATIONS

WHY:YOU

WHY:YOUR BRAND



BUSINESS (PICK ONE WORD PER LEVEL)
STORYTELLING MATRIX

1

SELF-ACTUALIZATION

2

ESTEEM

3

BELONGING

4

SAFETY

5

PHYSIOLOGICAL



THE 10 SECOND
NARRATIVE

1-2 SECONDS



3-6 SECONDS



7-9 SECONDS



LAST SECOND



PUT IT ALL TOGETHER