



HIGH IMPACT STORYTELLING ABS FRAMEWORK

_____ is _____.
(MAIN CHARACTER) (LIVING EVERYDAY LIFE EXPERIENCE)

Then, _____ occurs. This makes _____ feel
(INCITING INCIDENT) (MAIN CHARACTER)

(NEGATIVE EMOTIONS)

_____ also inspired _____ by _____.
(INCITING INCIDENT) (NEW GOAL) (SPECIFIC DEADLINE)

_____ tries to accomplish _____ but struggles to do it alone.
(MAIN CHARACTER) (NEW GOAL)

At this point, _____ meets _____ who provides _____.
(MAIN CHARACTER) (THE GUIDE) (SYSTEM/PLAN)

that gives _____ a new perspective to overcome _____.
(MAIN CHARACTER) (CHALLENGE)

_____ implements _____ and after initial struggles, begins
(MAIN CHARACTER) (SYSTEM/PLAN)
to experience success.

_____ accomplishes _____ by _____.
(MAIN CHARACTER) (NEW GOAL) (SPECIFIC DEADLINE)

Because of this success, _____ is living _____.
(MAIN CHARACTER) (NEW LIFE)

and feeling _____.
(NEW POSITIVE FEELINGS)