



HIGH IMPACT STORYTELLING ABS MODEL

_____ is _____ and has the goal of
(MAIN CHARACTER) (LIVING EVERYDAY LIFE EXPERIENCE)

_____. If this is accomplished, then _____.
(INITIAL GOAL) (BENEFITS OF GOAL / STAKES)

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

_____.
(NEGATIVE EMOTIONS)

_____ tries to overcome the obstacle but struggles to do it alone.
(MAIN CHARACTER)

This increases stress because the goal has to be reached by _____.
(SPECIFIC DEADLINE)

At the low point, _____ meets _____ who provides
(MAIN CHARACTER) (THE GUIDE)

_____.
(NAME OF SOLUTION)

_____ implements _____ and after initial struggles, begins
(MAIN CHARACTER) (SOLUTION)

to experience success and eventually accomplishes the initial goal by _____.
(DEADLINE)

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

_____ and now knows _____.
(NEW POSITIVE FEELINGS) (WISDOM GAINED)