

STORYBRAND

The 7 Key Elements of Story

1

A character
Client



2

With a problem
Issue



3

Meets a guide
Lawyer



4

Who gives them a plan
Strategy



5

And calls them to action
Execution



that results in...

6

Success
Positive resolution



7

Transformation
Client becomes the hero



The Power of Story in Branding

Every great brand has a story that earns admiration and forges human connection. The secret? Stories that follow a proven formula captivate audiences—just like music turns noise into harmony.

The StoryBrand framework uses seven key elements found in blockbuster films like *Star Wars*, *ET* and *Jaws*. These elements clarify your brand's message, making it more compelling and engaging, thereby capturing attention and driving action.

Your brand is not the hero of the story. Your client is.

Ready to create your brand's story? Let's get started today!



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The 7 Key Elements of Story: Worksheet



A character

Client: What do they want?



With a problem

Turmoil and unrest



Meets a guide

Lawyer: With authority and empathy



Who gives them a plan

Strategy that breaks through



And calls them to action

Execution



Success

Positive resolution



Transformation

From client to hero

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