

# Boost Business Results with the Compelling Story Blueprint

## A Character

*What do they want?*

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## With a Problem

*External*

*Internal*

*Philosophical*

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## Meets a Guide who Understands Their Fear

*Empathy*

*Authority*

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## And Gives Them a Plan

*Summarize your plan*

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## That Calls Them to Action

*Direct*

*Transitional*

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## That Results In...

Failure

*Tragic Results*

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Success

*Successful Results*

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## Identify Transformation

*From*

*To*

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