

1

Three-Act Structure



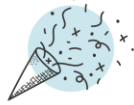
Setup

Set the scene and introduce the character(s)



Confrontation

Present a problem and build up the tension



Resolution

Resolve the problem (ideally with your product or service)

2

Before-After-Bridge



Before

Describe the world with Problem A



After

Imagine what it would be like having Problem A solved



Bridge

Here's how to get there

3

Dale Carnegie's Magic Formula



Incident

Share a relevant, personal experience



Action

Describe the specific action taken to solve or prevent a problem



Benefit

State the benefits of the action

4

The Hero's Journey



Departure

A hero receives a call to go on an adventure, receives advice from a mentor and heads out on a journey.



Initiation

The hero meets a series of challenges but eventually completes the mission



Return

The hero returns and helps others with their new-found power or treasure.

5

The Pixar Formula

1. Once upon a time there was _____.
2. Every day, _____.
3. One day _____.
4. Because of that, _____.
5. Until finally _____.

Can also be:

"And, ever since then, _____."

