Storytelling
Learning from Hollywood

Use this template to start planning your storytelling like a Hollywood great!

Setup

Explain a typical situation that a customer might find himself or herself in. This stage must draw your audience in and allow them to identify with the hero of your story.

Die Hard:

John McClane is returning home to his family for Christmas.

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New situation

Describe a set of circumstances that see the situation change and create a potential introduction for your product or service or perhaps a competitor.

Die Hard:

John McClane and his wife are attending a Christmas party, however, the building has been over taken by Hans Gruber and a team of terrorists.

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Progress with the new situation

Here your hero's journey should be going to plan and all obstacles should be easily overcome. Use this as a chance to craft emotion into your story and connect your audience to your brand.

Die Hard:
The terrorists storm the building, but McClane isn't in the room. This means he is able to move up the building with little hindrance.

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Complications and higher stakes

Introduce a plot twist, or an unexpected change to the plan at this point. Consider a surprise element and create a situation that looks almost incomprehensible.

Die Hard:
The police send in a SWAT team to tackle the terrorists, but the team fails.

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Final push

This is where all is seemingly lost but there's one final, slim chance to save the situation. This could be subtle, dramatic or it could be emotional.

Die Hard:
After a struggle, John McClane throws Gruber out of a high floor window, resulting in his death.

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Aftermath

The aftermath stage will see your hero's life return to normality once again, albeit with some differences and key benefits now that your hero has come so far.

Die Hard:
Normality is restored when the police release the hostages from the building. The McClanes leave in a police car and return to their lives.

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