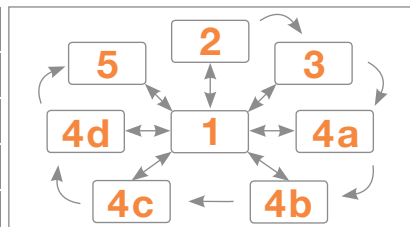




HOW TO READ

- 1** FOCAL POINT
- 2** SETUP (CHALLENGE)
- 3** SETUP (OPPORTUNITY)
- 4** BODY (HOW, WHERE, ETC.)
- 5** PAYOFF (CONCLUSION)



PROJECT

DATE

REVISION

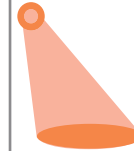
AUTHOR

NARRATIVE MAP™

WORK SHEET PREP NOTES

STORYLINE

FOCAL POINT **1**



What holds the story together.
The main point or organizing principle, letting listeners know what the narrative is about and why they should care.

SETUP (CHALLENGE) **2**



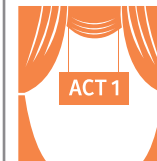
Where every story begins, introducing the issue, problem or unmet need that forms the groundwork for the rest of the narrative.

SETUP (OPPORTUNITY) **3**



The opportunity that is inherent in every story. The audience feels there's a positive force to resolve the conflict for the remainder of the narrative.

BODY (HOW, WHERE, ETC.) **4**



Three to five key elements that enable the story to develop and move forward. These elements tell who, how, when and where the story gets resolved.

PAYOFF (CONCLUSION) **5**



The story's payoff – where the challenge and opportunity are resolved, resulting in changing how the audience thinks, feels or acts.

FOCAL POINT

The primary point you want to make (i.e., your headline).

It's your primary way to get instant attention.