

Name: _____

Date: _____

Story Creation Made Easy | 7-Scene Template

Who is your Dream Client (ICA)? _____

What is your desired next step for them? _____

SCENE 1 – High-Def Opening (Attention Grabbing Moment, Joke, Statistic, or Funny Story)			10%
SCENE 2 – Flash Back to the Pain (What's keeping your ICA up at night?)			35%
•	•		
•	•		
•	•		
SCENE 3 – Lightbulb Moment (The moment you realized something had to change)			5%
SCENE 4 – What moved you through the pain? (Qualifications...)			10%
SCENE 5 – Your Journey – Their Solution (Show them the hard way...)			20%
SCENE 6 – Dragon Strategies & Stories			
1.	2.	3.	10%
STORY	STORY	STORY	
SCENE 7 - Confident Close! (BELIEVE that without you they'll never have their desired life)			10%

CTA Invitation _____