

## Twitter Thread by Gianni Cara



**Gianni Cara**

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**Master storytelling and you can print money at will.**

**Sadly, most people don't know how or where to start.**

**Here are 5 storytelling frameworks to get you started:**

1/ The Pixar Framework

Once upon a time → The story world

Every day → Main character's routine

Then one day → The routine is broken

Because of that → The consequences

Because of that → The journey

Until finally → Main character succeeds or fails



**Once upon a time,** there were two fishes: Marlin and his son Nemo.

**Every day** Marlin warned Nemo about the dangers of the ocean.

**Then one day,** Nemo ignored the warnings and swam into the sea.

**Because of that,** he was captured by a diver and ended up in a fish tank.

**Because of that,** Marlin embarked on a journey to find Nemo.

**Until finally,** Marlin found Nemo and realized that love depends on trust.

## 2/ The "What The Hell" Framework

Start in the heat of the action.

Then go back to the beginning.

Breaking Bad does it brilliantly:

It starts with a white, middle-aged man, speeding through the desert in a Winnebago while wearing nothing but his underwear and a gas mask.



### 3/ The StoryBrand Framework

A Character → Your customer

With a Problem → They need to solve

Meets a Guide → You

Who Gives Them a Plan → Your solution

Calls Them to Action → Use solution

That Ends in Success → Get results



### 4/ The Innovation Framework

The stage → Current reality

The problem → Outdated solutions

The solution → New product

The proof → Objections tackling

The new world → Life with new product

Here's how Jobs used this framework to introduce the iPhone:

<https://t.co/eZjImITkRK>

Apple built a \$165B brand through visual storytelling.

Here's the visual framework Steve Jobs used (that you can too):

## 5/ The Underdog Framework

The disadvantage → Hero is in a rough situation

The strength → Hero accepts the challenge

The challenges → Hero struggles

The turning point → Hero overcomes challenges

The darkest moment → Hero almost goes down

The triumph → Hero wins



**The disadvantage:** Rocky, a club boxer, is invited to fight a world champion - Apollo.

**The strength:** Rocky hesitates at first, but ends up accepting the challenge.

**The challenges:** Rocky struggles to go through Mickey's training (his mentor.)

**The turning point:** Rocky completes his training and is ready to fight.

**The darkest moment:** Apollo kicks Rocky's ass for most of the battle, until...

**The triumph:** Rocky knocks the world champion down.

Now get writing!

If you found this useful:

1. Follow me [@giannicara](#) for more on storytelling
2. RT the tweet below to spread this knowledge:  
<https://t.co/rkl9xppGnR>

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— Gianni Cara (@giannicara) August 29, 2022