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

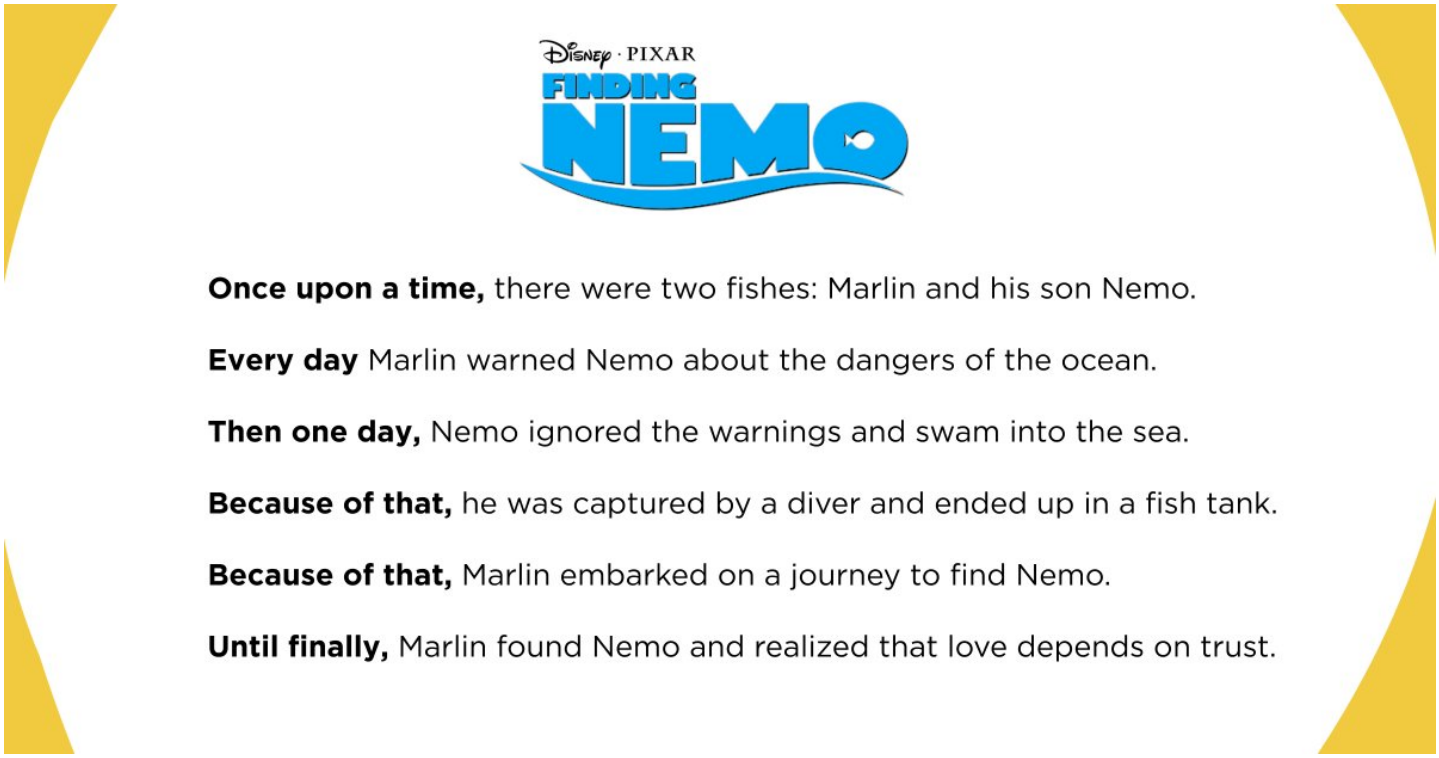
Every day ➔ Main character's routine

Then one day ➔ The routine is broken

Because of that ➔ The consequences

Because of that ➔ The journey

Until finally ➔ Main character succeeds or fails



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

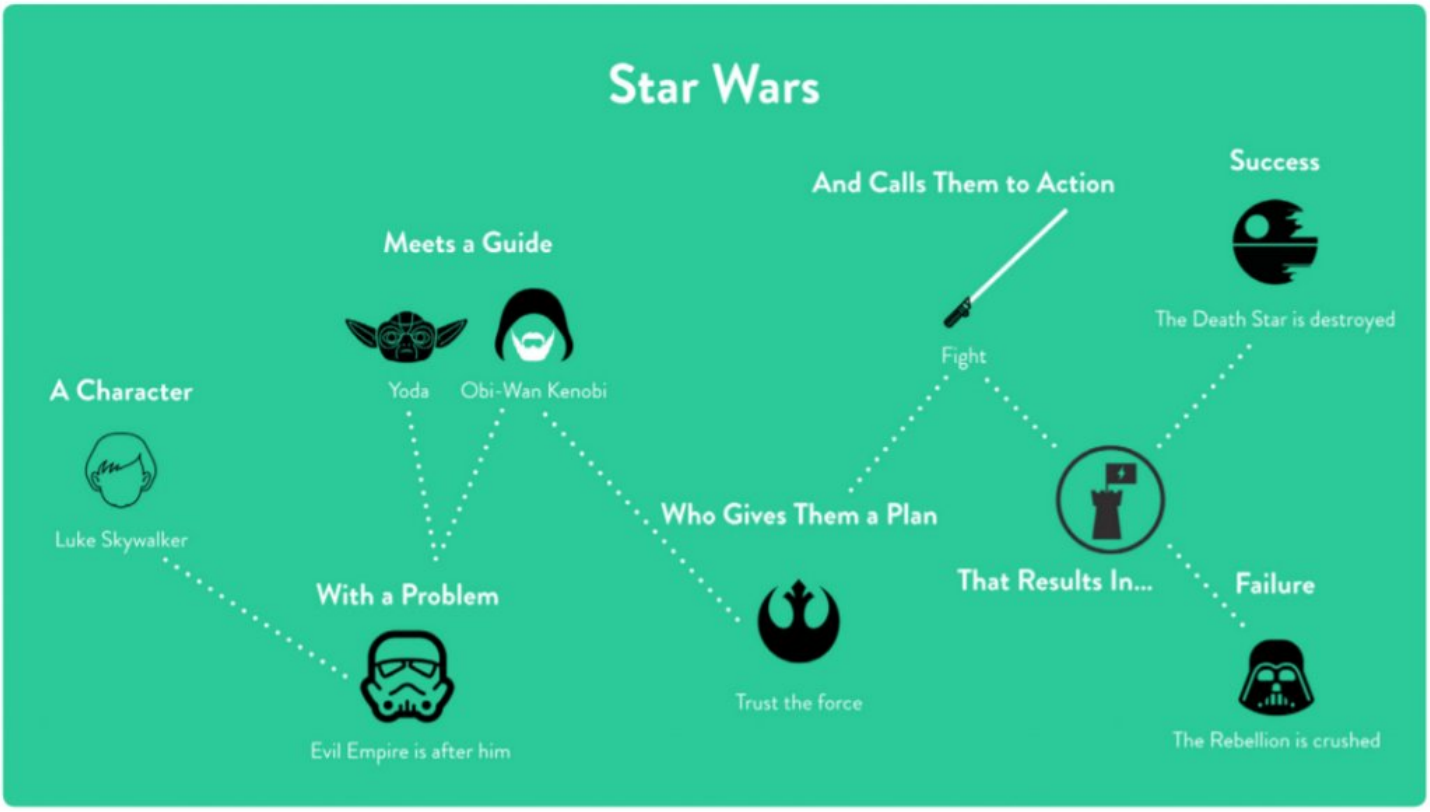
With a Problem ➜ They need to solve

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The problem ➜ Outdated solutions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/eZjImlTkRK

> Apple built a $165B brand through visual storytelling.
>
> Here's the visual framework Steve Jobs used (that you can too):

— Liam Curley (@liammotivado) August 13, 2022

5/ The Underdog Framework

The disadvantage ➔ Hero is in a rough situation

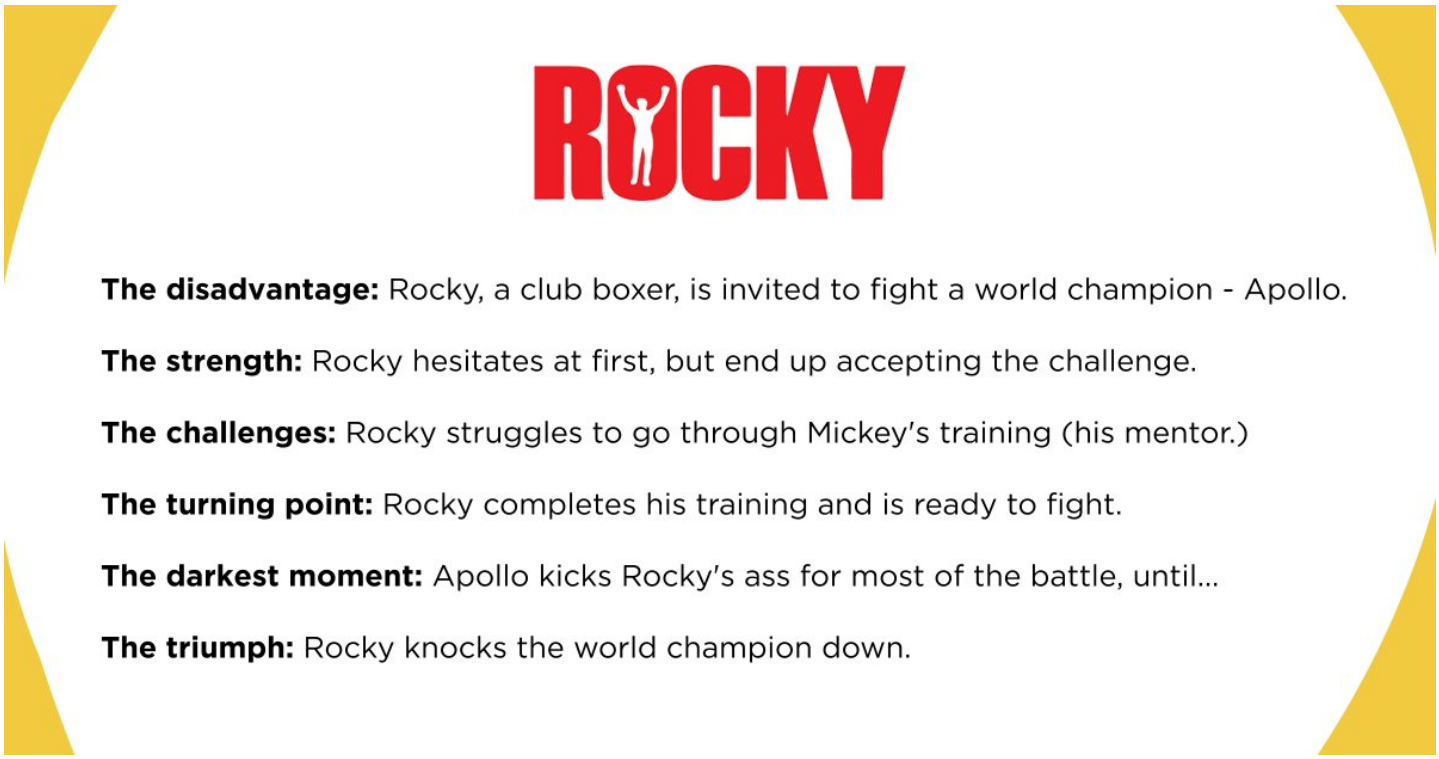
The strength ➔ Hero accepts the challenge

The challenges ➔ Hero struggles

The turning point ➔ Hero overcomes challenges

The darkest moment ➔ Hero almost goes down

The triumph ➔ Hero wins



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