

# PROJECT

THE ONE PAGE BRANDSCRIPT

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graph TD; A[A CHARACTER] --> B[MEETS A GUIDE WHO UNDERSTANDS THEIR FEAR]; A --> C[WITH A PROBLEM]; B --> D[AND GIVES THEM A PLAN]; B --> E[THAT CALLS THEM TO ACTION]; D --> E; E --> F[THAT RESULTS IN...]; F --> G[SUCCESS]; F --> H[FAILURE];
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**A CHARACTER**

What do they want?

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**MEETS A GUIDE WHO UNDERSTANDS THEIR FEAR**

**Empathy**

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\_\_\_\_\_

**Authority**

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\_\_\_\_\_

\_\_\_\_\_

**THAT CALLS THEM TO ACTION**

**Direct**

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\_\_\_\_\_

**Transitional**

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\_\_\_\_\_

\_\_\_\_\_

**WITH A PROBLEM**

**External**

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**Internal**

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\_\_\_\_\_

**Philosophical**

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**AND GIVES THEM A PLAN**

**Summarize your plan**

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**THAT RESULTS IN...**

**SUCCESS**

**Successful Results**

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• \_\_\_\_\_

• \_\_\_\_\_

• \_\_\_\_\_

• \_\_\_\_\_

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**FAILURE**

**Tragic Results**

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• \_\_\_\_\_

• \_\_\_\_\_

**STORY**

**BRAND**

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