

# STORY TEMPLATE

<b>The Dominant Narrative Your Opponent's Frame</b>	
<b>Your Counter Narrative</b>	
<b>Your Audience and Their Values</b>	
<b>Your Frame (The Conflict)</b>	
<b>Faces of the Story (Characters)</b>	
<b>Places of the Story (Settings)</b>	
<b>Voices of the Story (Messengers)</b>	
<b>The Plot (What Happens and Why)</b>	