

# STORY TEMPLATE

**The Dominant Narrative  
Your Opponent's Frame**

**Your Counter Narrative**

**Your Audience and  
Their Values**

**Your Frame  
(The Conflict)**

**Faces of the Story  
(Characters)**

**Places of the Story  
(Settings)**

**Voices of the Story  
(Messengers)**

**The Plot  
(What Happens and Why)**