Storytelling to Create Abundance for the Greater Good







WHO'S STORY IS IT ANYWAY?





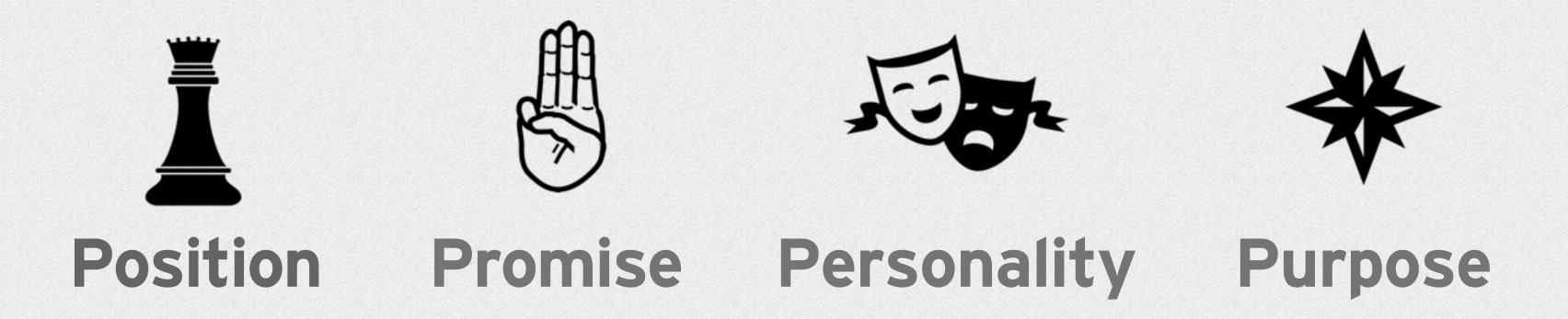




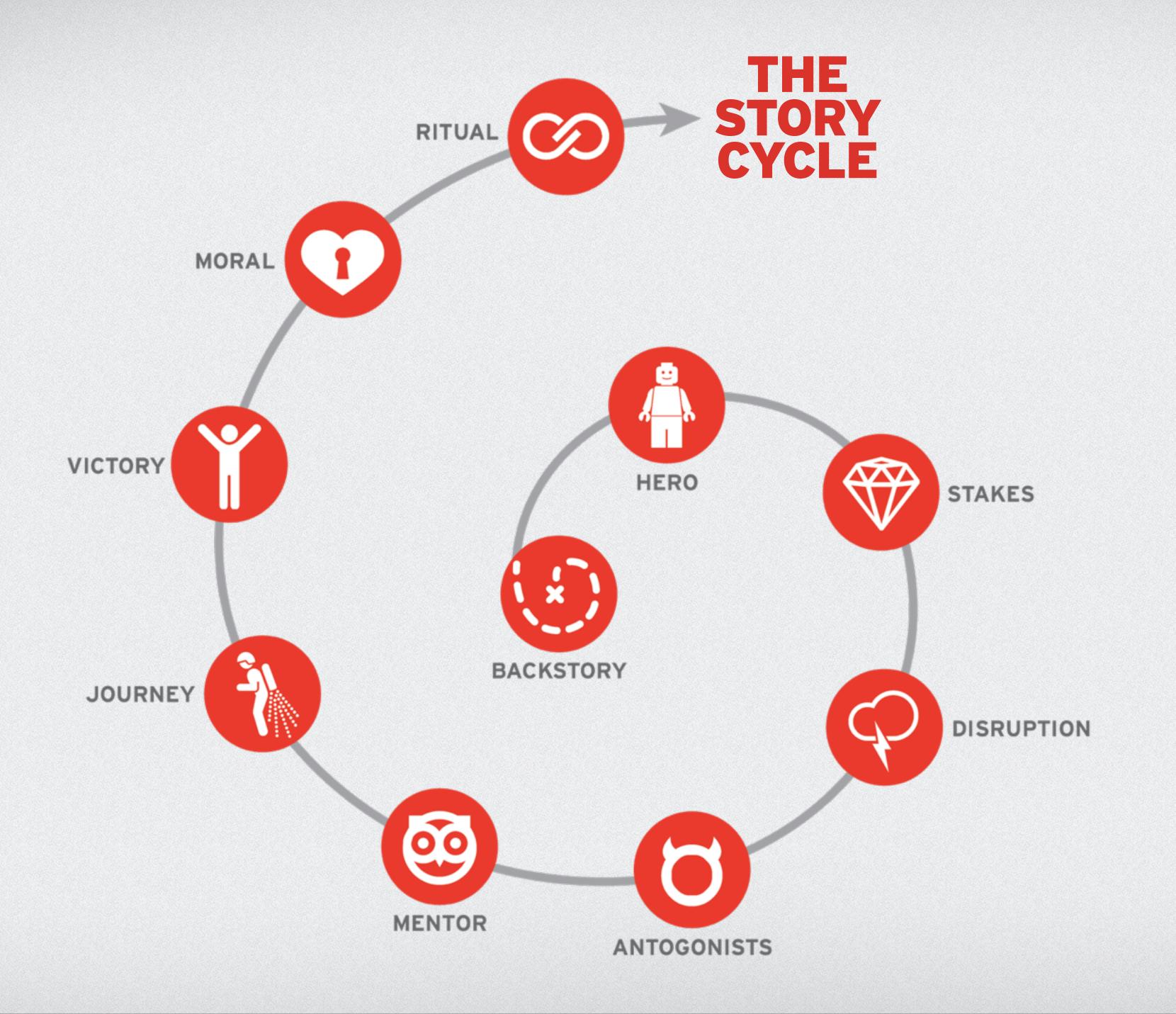


A brand is the story an audience tells itself about how you perform physically and metaphysically.

WHAT IS A BRAND?

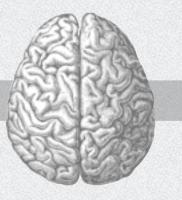


A brand is the story an audience tells itself about how you perform physically and metaphysically.



BRAND STORIES WE TELL OURSELVES

COMMODITY



SPECIALTY GOOD OR SERVICE









Gives you wings ----



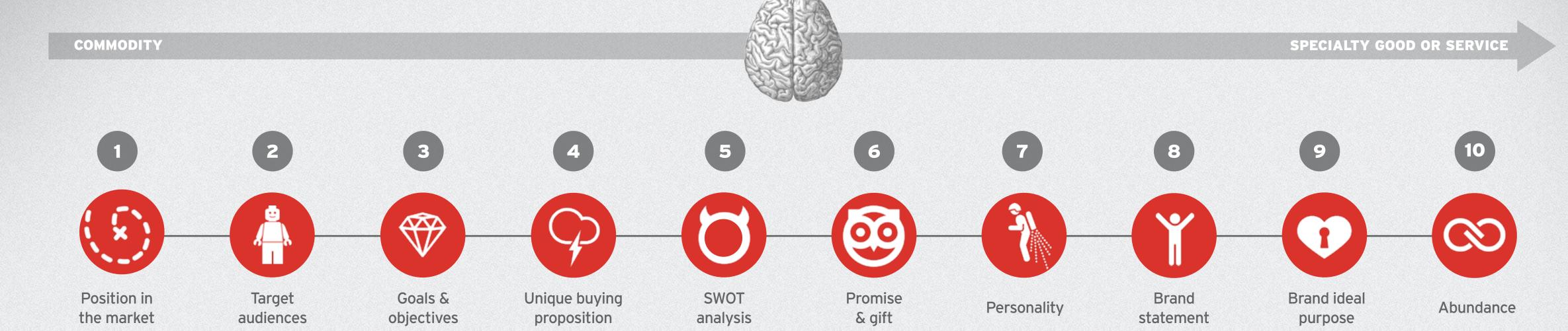


Think different

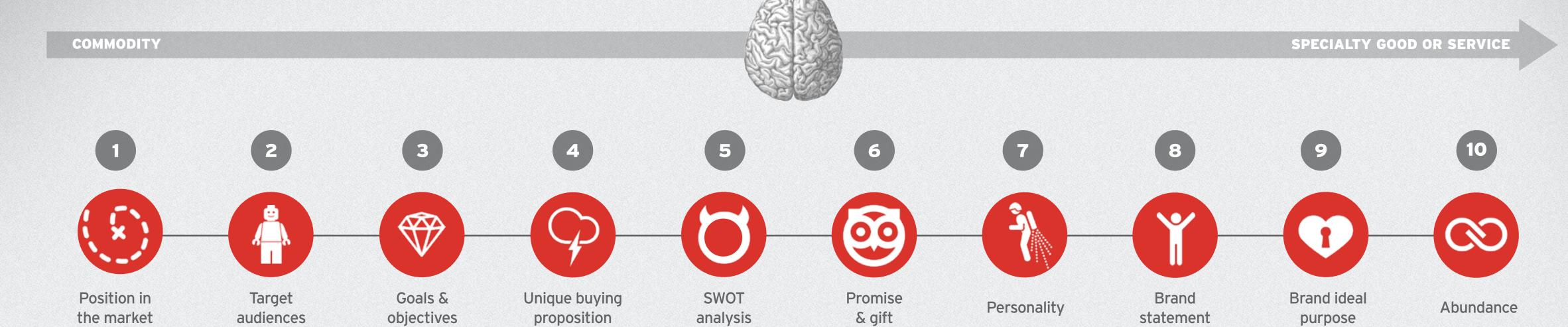


A brand is the story an audience tells itself about how you perform physically and metaphysically.

FROM LEFT BRAIN TO RIGHT



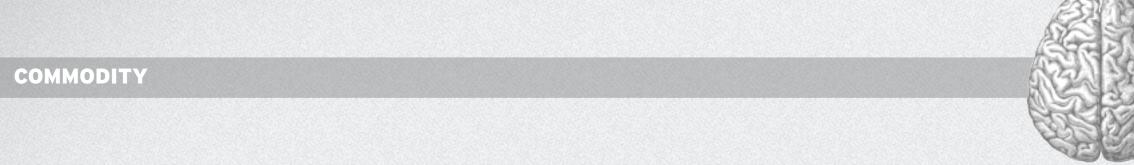
WHY YOU DO WHAT YOU DO





WHAT WE MAKE HAPPEN

THE HIERARCHY OF NEEDS IN YOUR STORY



SPECIALTY GOOD OR SERVICE













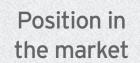














Target audiences



Goals & objectives



Unique buying proposition



SWOT analysis



Promise & gift



Personality



Brand statement



Brand ideal purpose



Abundance



WHAT WE MAKE

WHAT WE MAKE HAPPEN



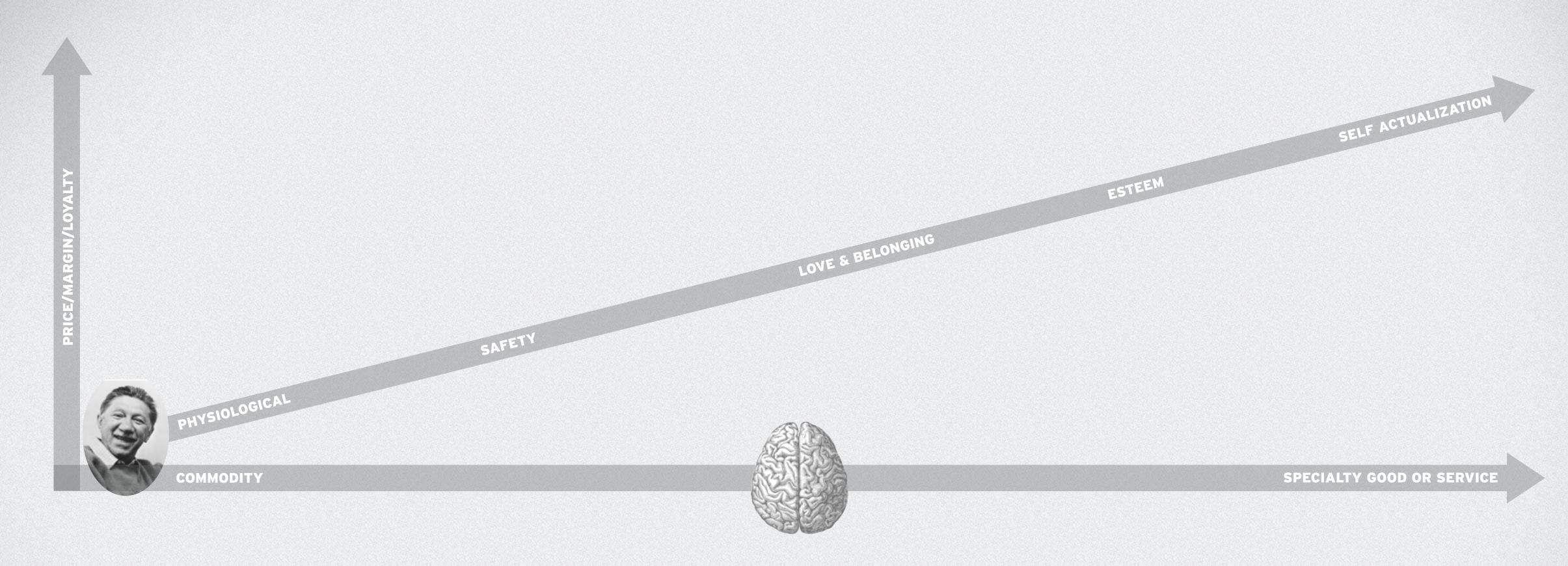
PHYSIOLOGICAL SAFETY

LOVE & BELONGING

ESTEEM

SELF ACTUALIZATION

THE STORY CYCLE HELPS ENLIGHTENED LEADERS AUTHOR BRAND STORIES TO CREATE ABUNDANCE FOR THE GREATER GOOD

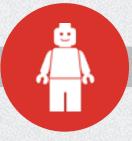






Position in the market

HERO



Target audiences

STAKES



Goals & objectives

DISRUPTION



Unique buying proposition

ANTAGONISTS



SWOT analysis

MENTOR



Promise & gift

JOURNEY



Personality

VICTORY



Brand statement

MORAL



Brand ideal purpose

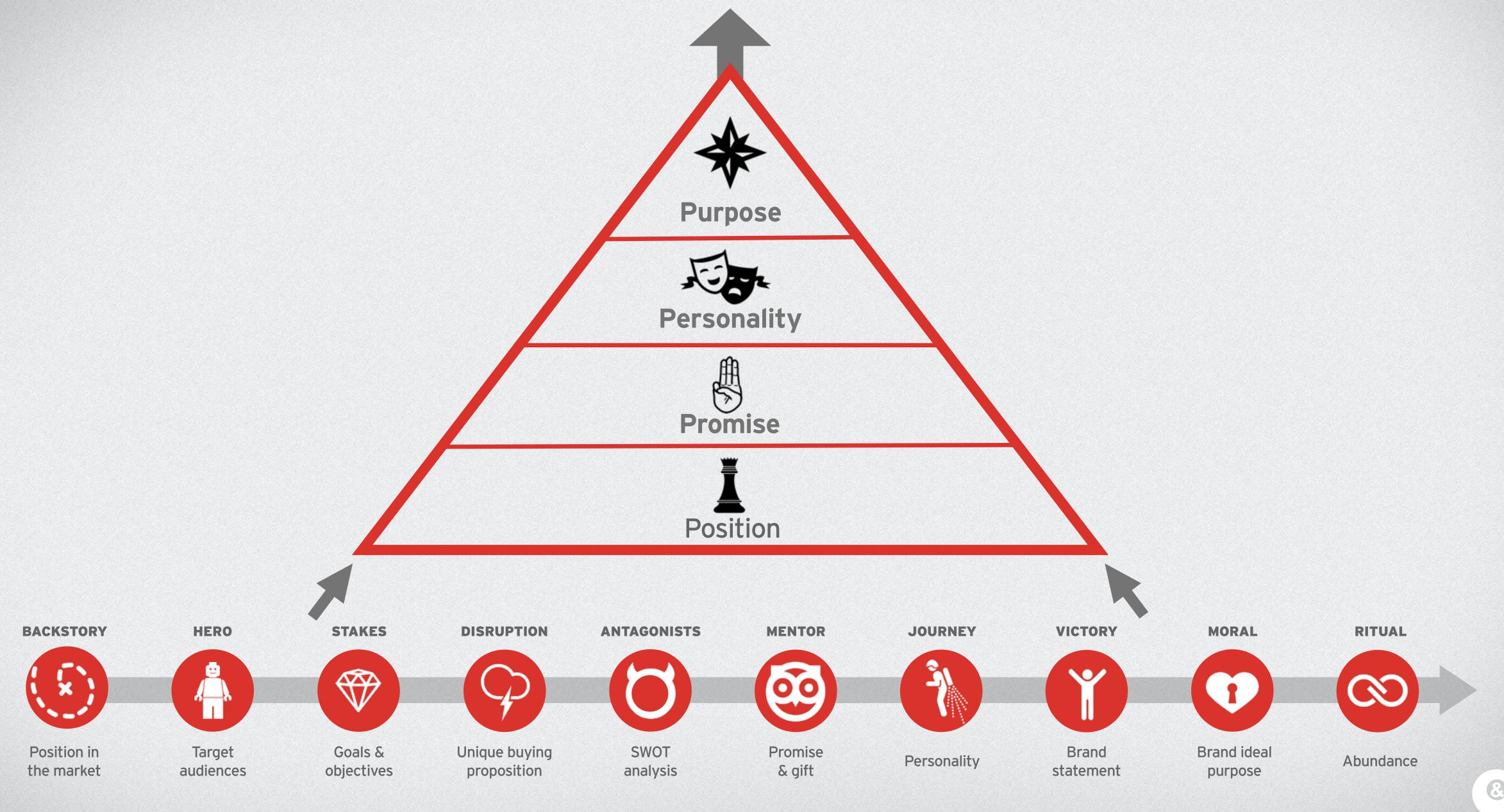
RITUAL



Abundance

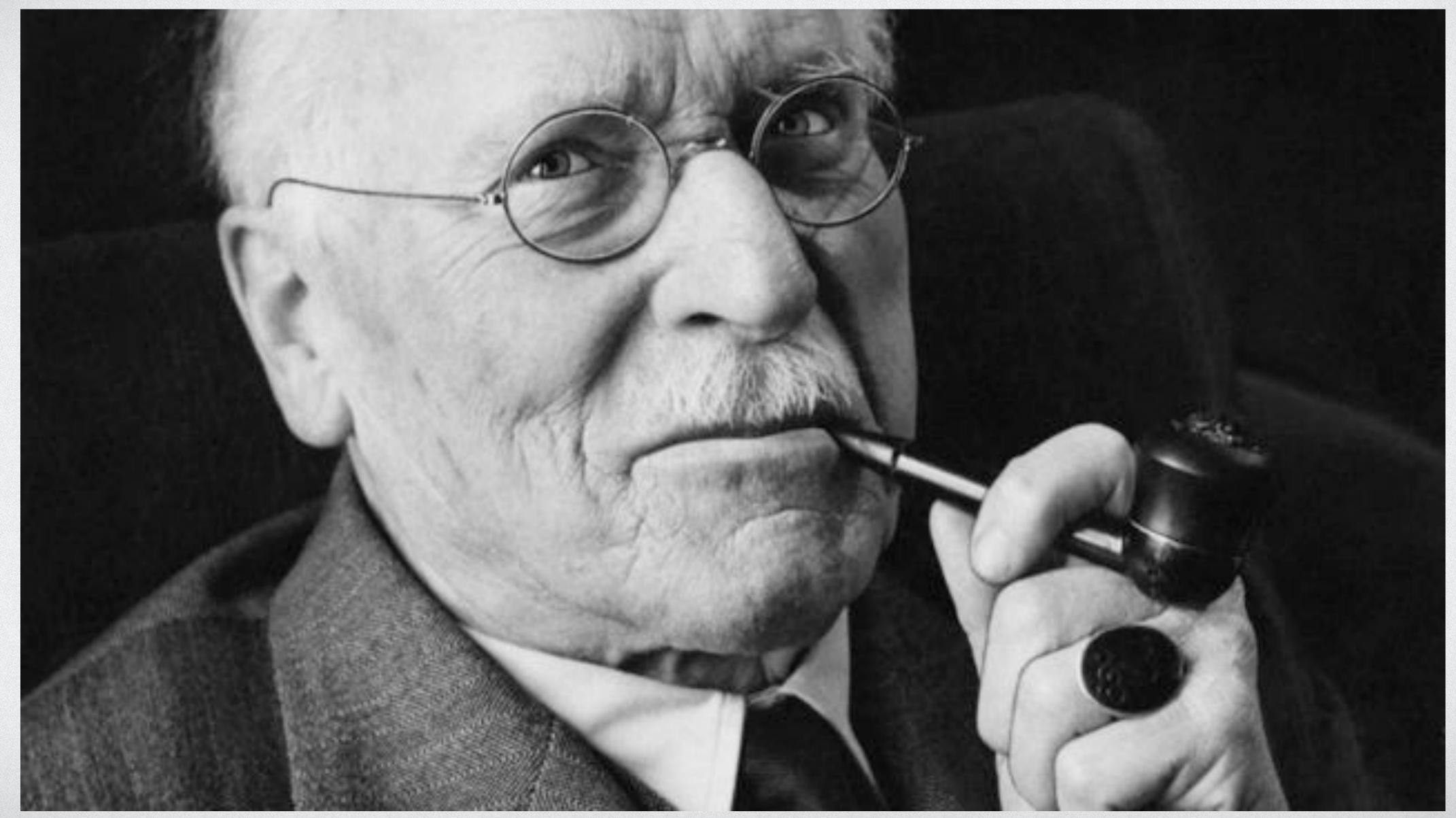
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How We Author Brand Stories For The Greater Good





Archetypes







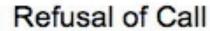


#BraveryWins

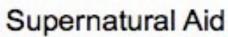
Call to Adventure

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The hero starts off in a mundane situation of normality from which some information is received that acts as a call to head off into the unknown.



Often when the call is given, the future hero refuses to heed it. This may be from a sense of duty or obligation (1) RA insecurity, a sense of inadequacy, etc.



Once the hero has committed to the quest, consciously or unconsciously, his or her guide and magical helper appears, or becomes known.

Crossing FIRTY Threshold

This is the point where the person actually crosses into the field of adventure, leaving the known limits of his or her world and venturing into an unknown and dangerous realm where the rules and limits are not known.

Belly of the Whale

The belly of the whale represents the final separation from the hero's known word and E self. By entering this stage, the person shows their willingness to undergo a metamorphosis.

Road of Trials

The road of trials is a series of tests, tasks, or ordeals that the person must undergo to begin the transformation. Often the person fails one or more of these tests, which often occur in threes.

Meeting with the Goddess

This is the point when the person experiences a love that has the power and significance of the all-powerful, all encompassing, unconditional love that a fortunate infant may experience with his or her mother.



Freedom to Live

TURN

ea to freedom from the fear of death, which in turn is live. This is sometimes referred to as living in the r anticipating the future nor regretting the past.

Master of Two Worlds

Achieving a balance between the material and spiritual (the inner and outer world).

Crossing the Return Threshold

Retaining the wisdom gained on the quest, integrating that wisdom into a human life, and possibly sharing the wisdom with the rest of the world.

Rescue from Without

Oftentimes the hero needs a powerful guides to bring them back to everyday life, especially if the person has been wounded or weakened by the experience.

Magic Flight

Sometimes the hero must with the boon. This can be just as adventurous and dangerous returning from the journey as it was to go on it.

Refusal of Return

Having found bliss and enlightenment in the other world, the hero may not want to return to the ordinary world to bestow the boon onto his fellow man.

The Ultimate Boon

The ultimate boon is the achievement of the goal of the DISTRICT What the person went previous steps serve to prepare and purify the person for this step.

Apostasis

When someone dies a physical death, or dies to the self to live in spirit, he or she moves beyond the pairs of opposites to a state of divine knowledge, love, compassion and bliss.

Atonement with the Father

In this step the person must confront and be initiated by whatever holds the ultimate power in his or her life. In many myths and stories this is the father, or a father figure who has life and death power. This is the center point of the journey.







BACKSTORY

INITIATION



MENTOR

Temptation

This step is about those Astrial G.G. As Satray lead the hero to abandon or stray from his or her quest.

