



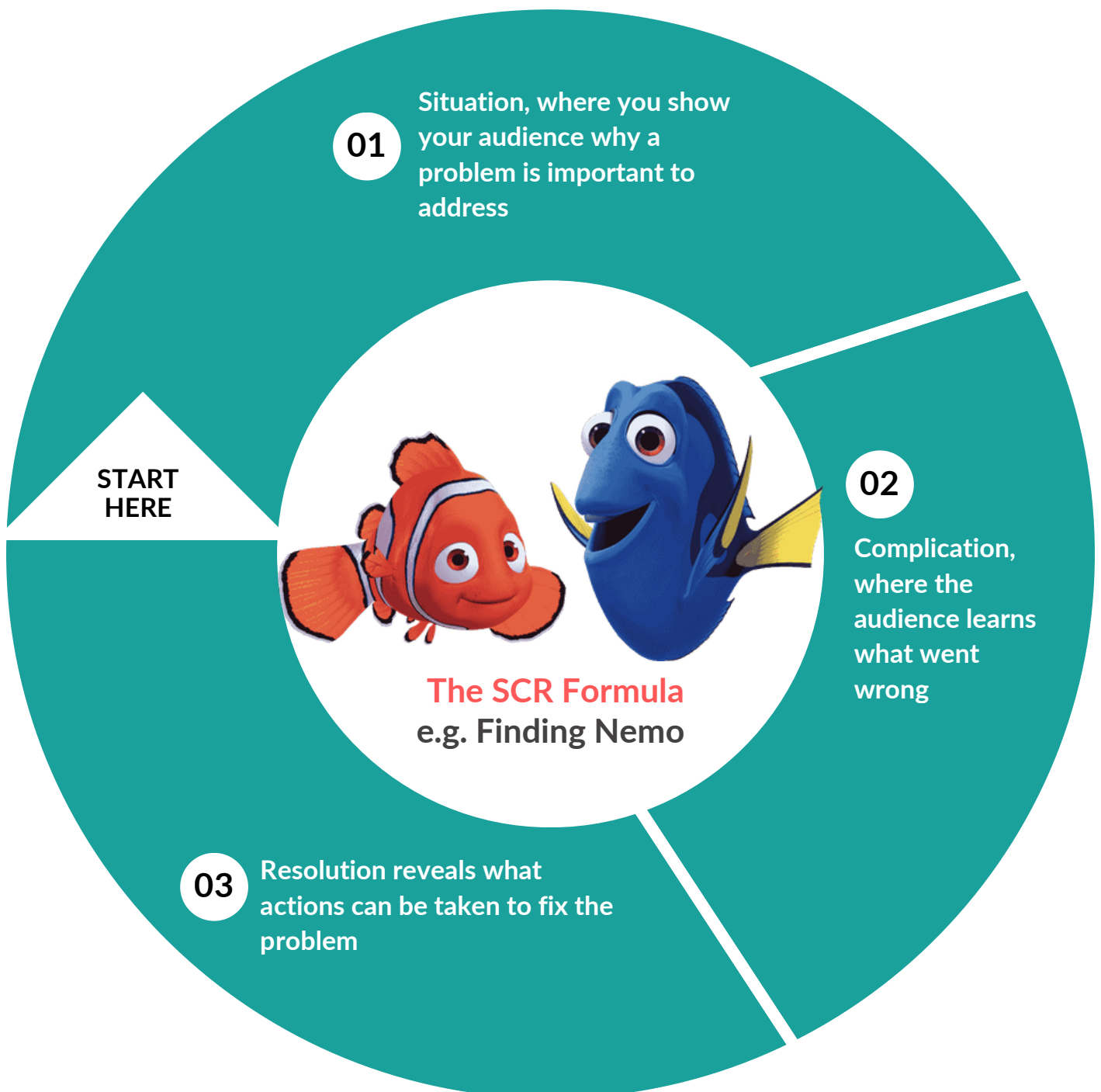
31 STORYTELLING FORMULAS

**to formulate stories
even when you feel
like you have no ideas**

Storytelling to Fast-Forward for
the busy entrepreneur

The SCR Formula

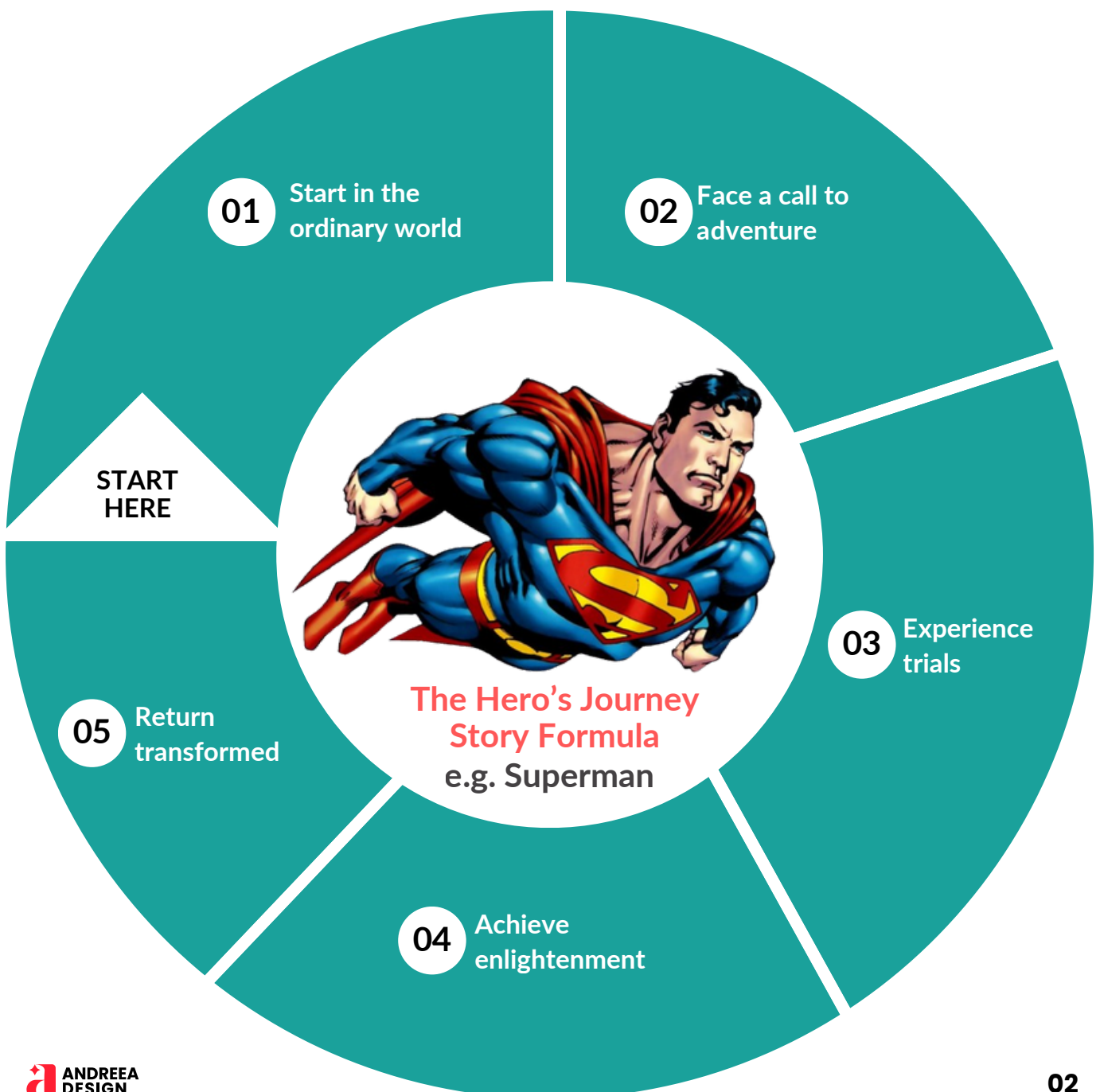
The SCR Formula of storytelling is a simple yet powerful structure that helps you craft compelling stories. When to use it? It's versatile and applicable to many contexts, from sales pitches to educational talks, making complex ideas digestible and actionable.



The Hero's Journey

This structure follows the protagonist's transformative journey from a familiar world into an adventure that results in personal growth. When to use?

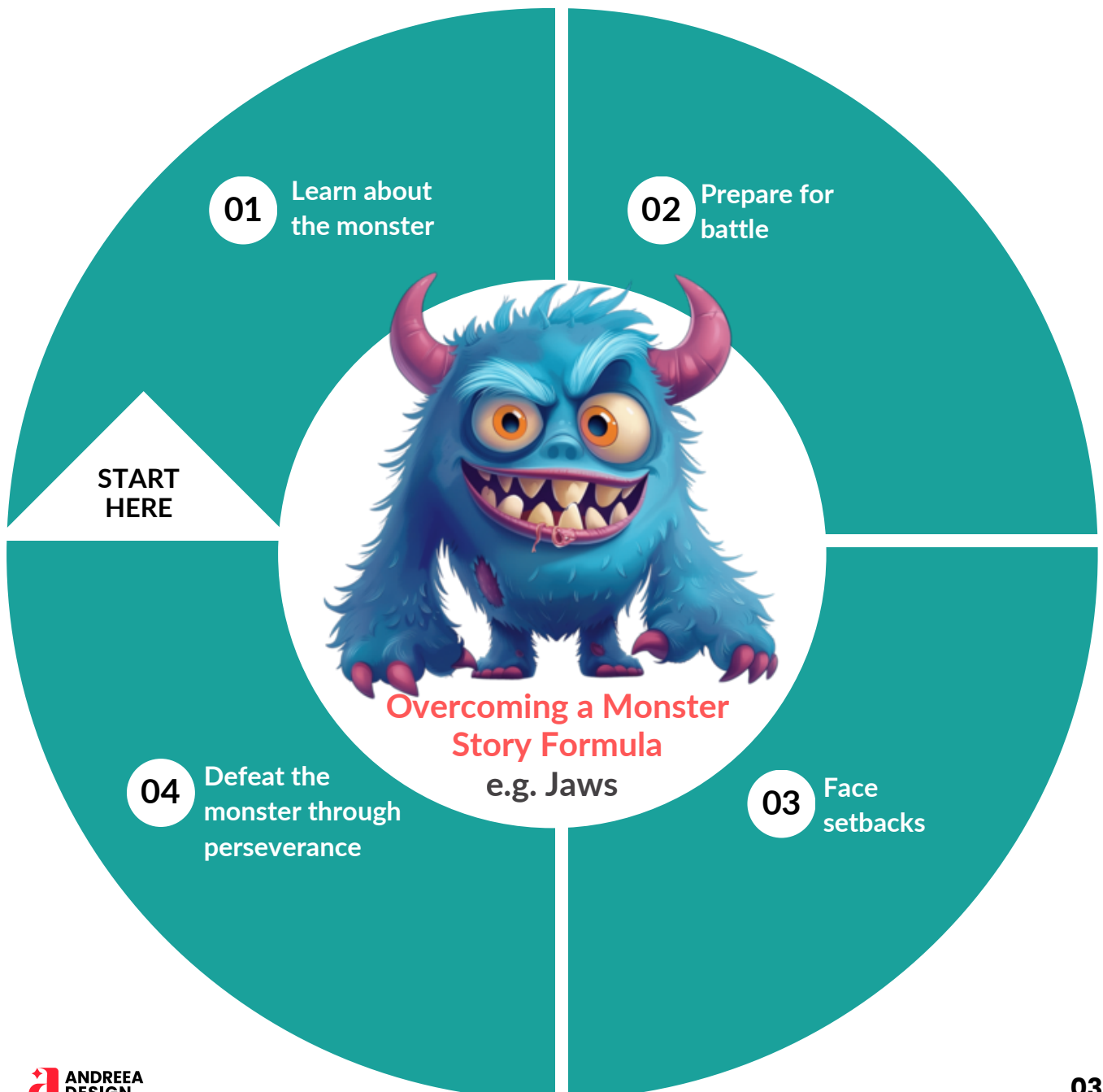
Use this formula for stories that emphasize growth and transformation. You can write your brand story in this style. Use it if you have an objective to lead, impress and motivate your audience.



Overcoming the Monster

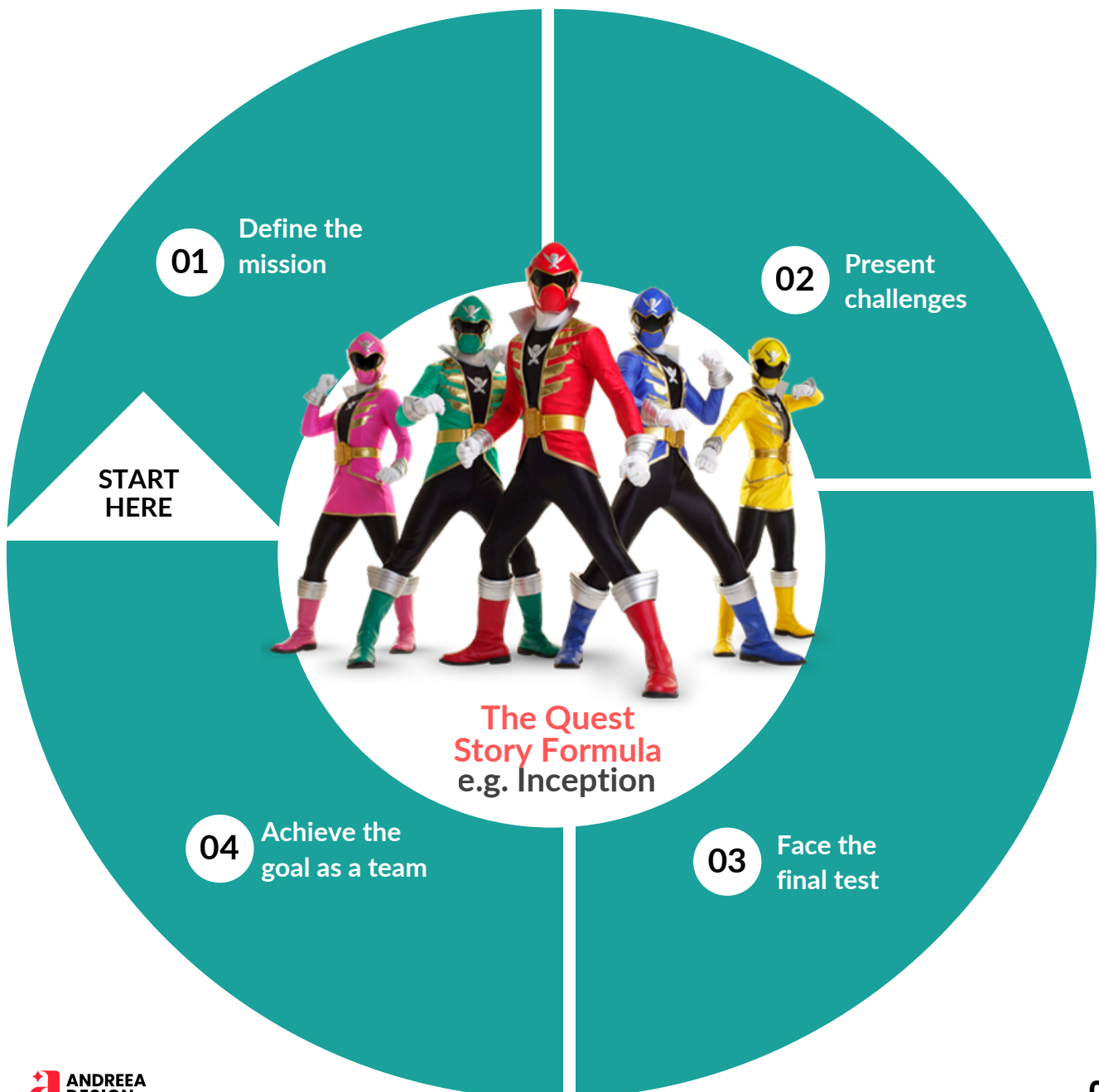
This is a narrative of bravery where the hero faces an evil force and ultimately prevails against overwhelming odds.

When to use? Use this formula to create narratives that resonate with themes of courage and heroism, often fostering a sense of community in response to a shared threat. Politicians usually use this formula in their campaigns. Use it if you have an objective to connect and convince your audience.



The Quest Formula

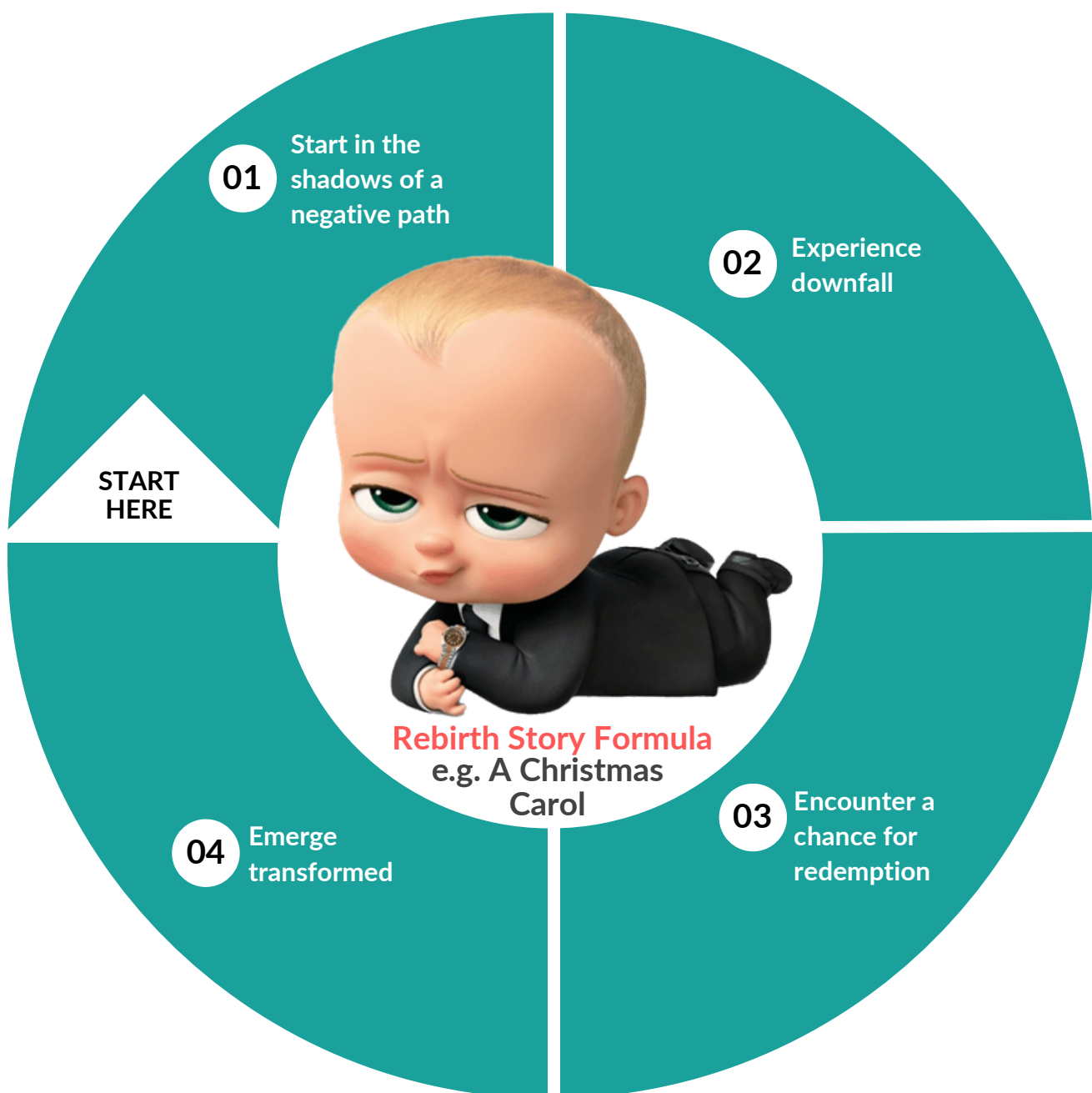
This structure centers around a group journeying together to achieve a shared goal, showcasing teamwork and collaboration. When to use? Use this formula to emphasize the importance of working together and overcoming obstacles collaboratively. Stories for your business team and for your community can use this formula. Use it if you have an objective to connect and convince your audience.



Rebirth Story Formula

This narrative tells the story of a character's journey from darkness to redemption, illustrating the possibility of change.

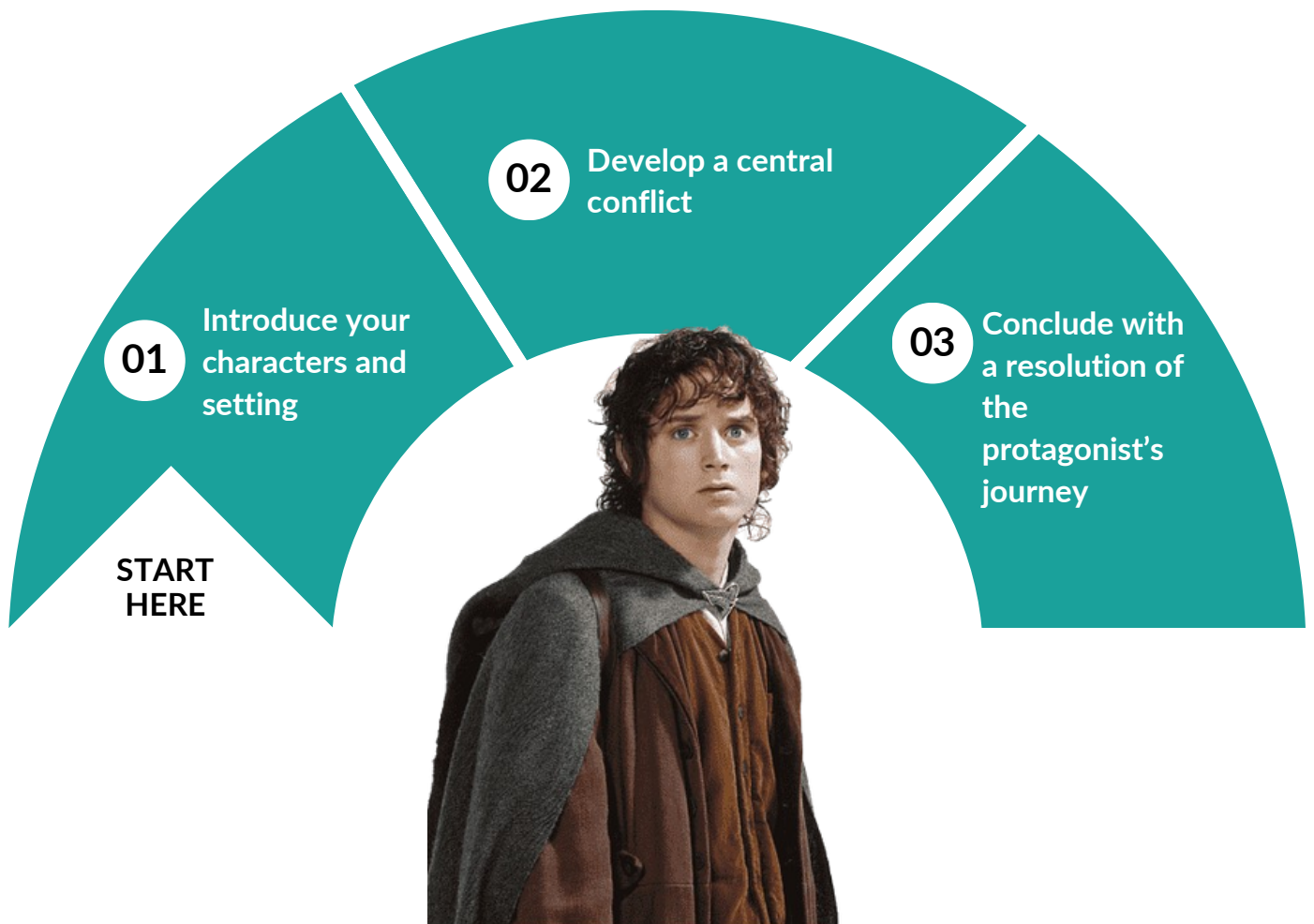
When to use? Use this formula to inspire hope and demonstrate that growth is possible through overcoming adversity. Use it if you have an objective to sell and convince your audience.



The Tree-Act Formula

Divide your story into three distinct acts covering the setup, confrontation, and resolution. When to use?

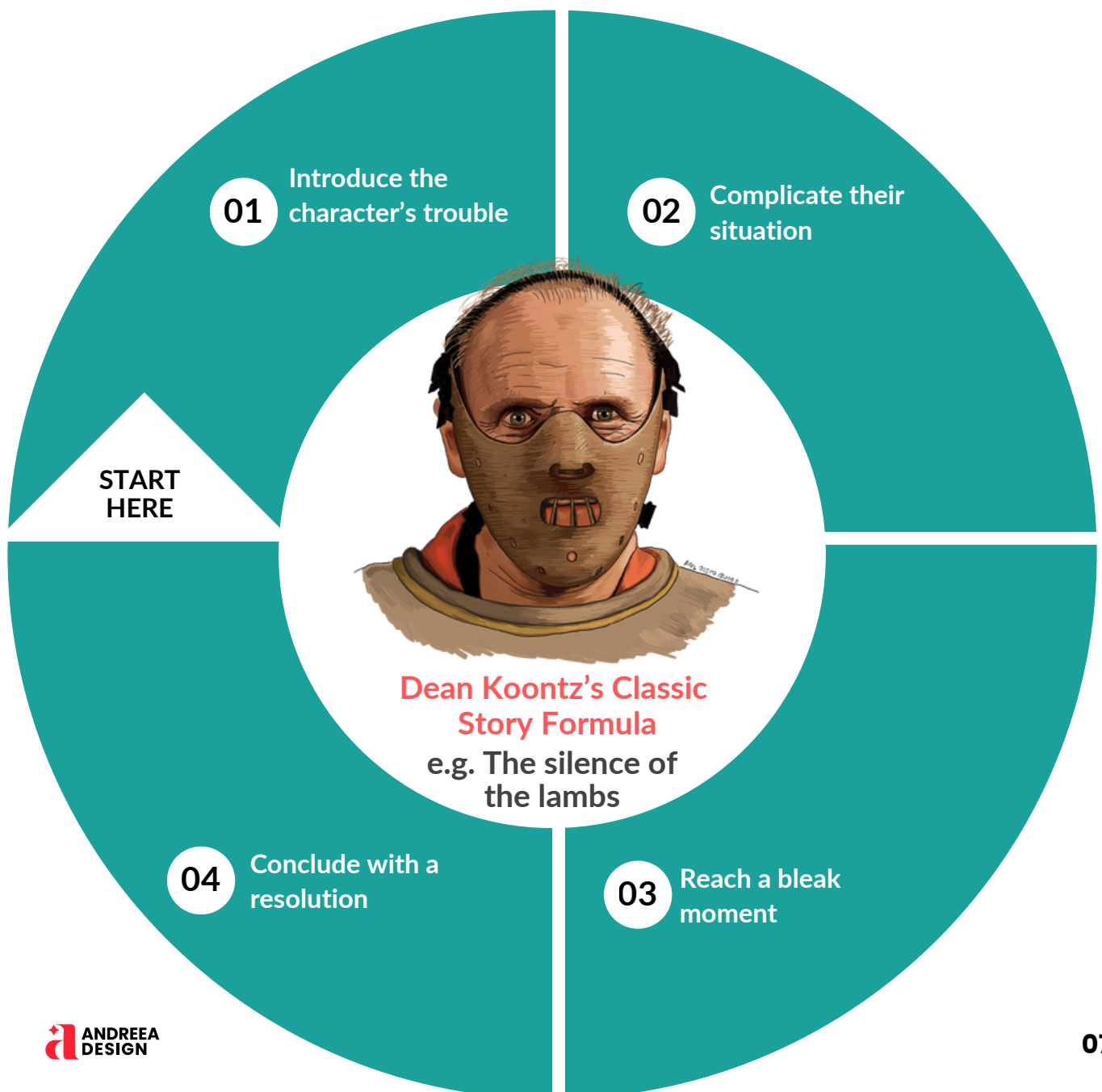
Use this formula for a classic narrative arc that is widely recognized and easily relatable. Usually, this formula is used in plays and books spanning three volumes. Use it if you have an objective to connect with your audience.



**The Three-Act
Story Formula**
e.g. Lord of the rings

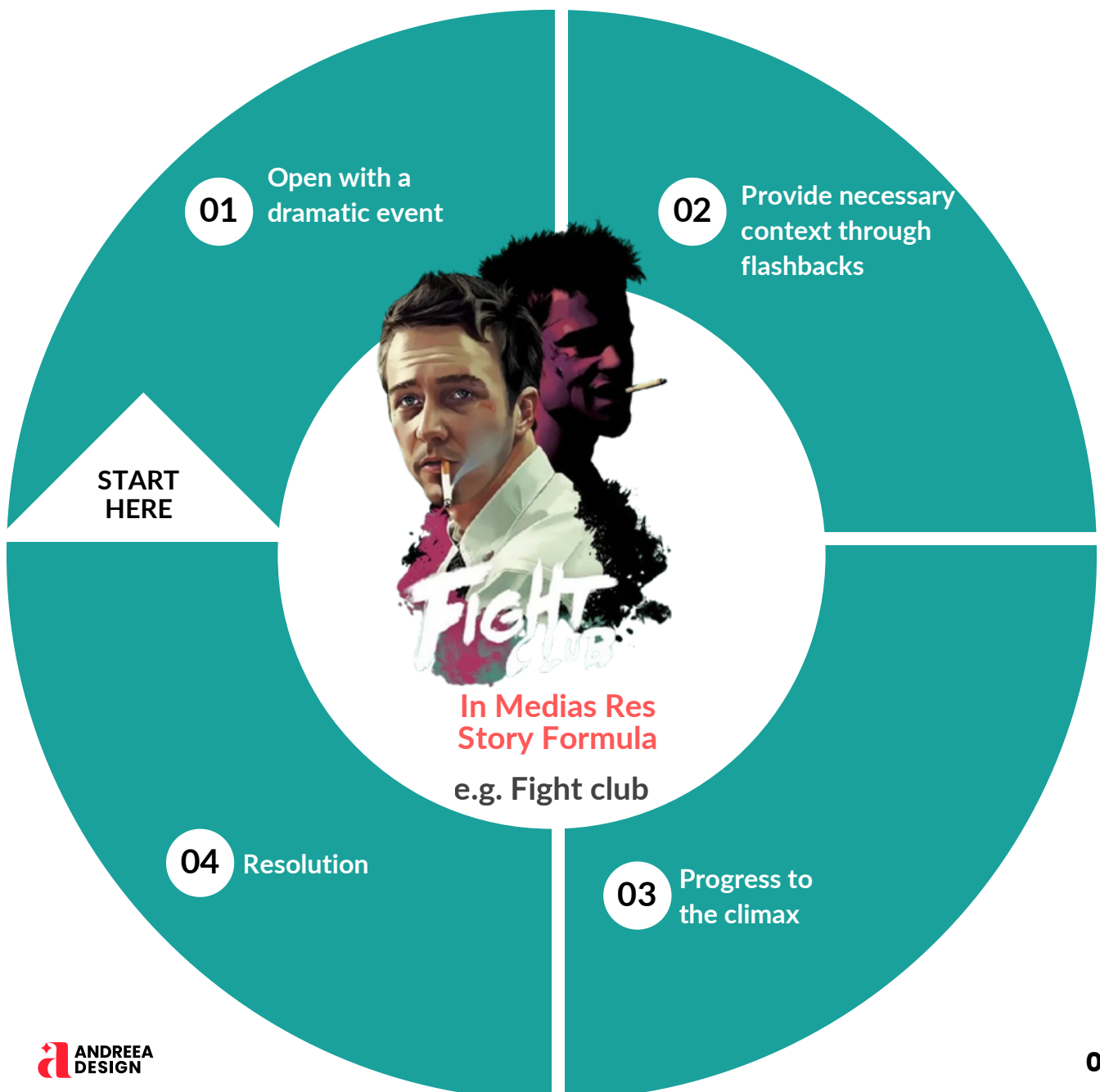
Dean Koontz's Classic Story Formula

This approach emphasizes immediately immersing the hero in serious trouble, leading to escalating complications and a resolution where the hero triumphs or fails. When to use? Use this formula to create tension and keep readers engaged from start to finish. Great for posts or a series of posts. Used in detective books and horror books. Use it if you have an objective to connect with your audience.



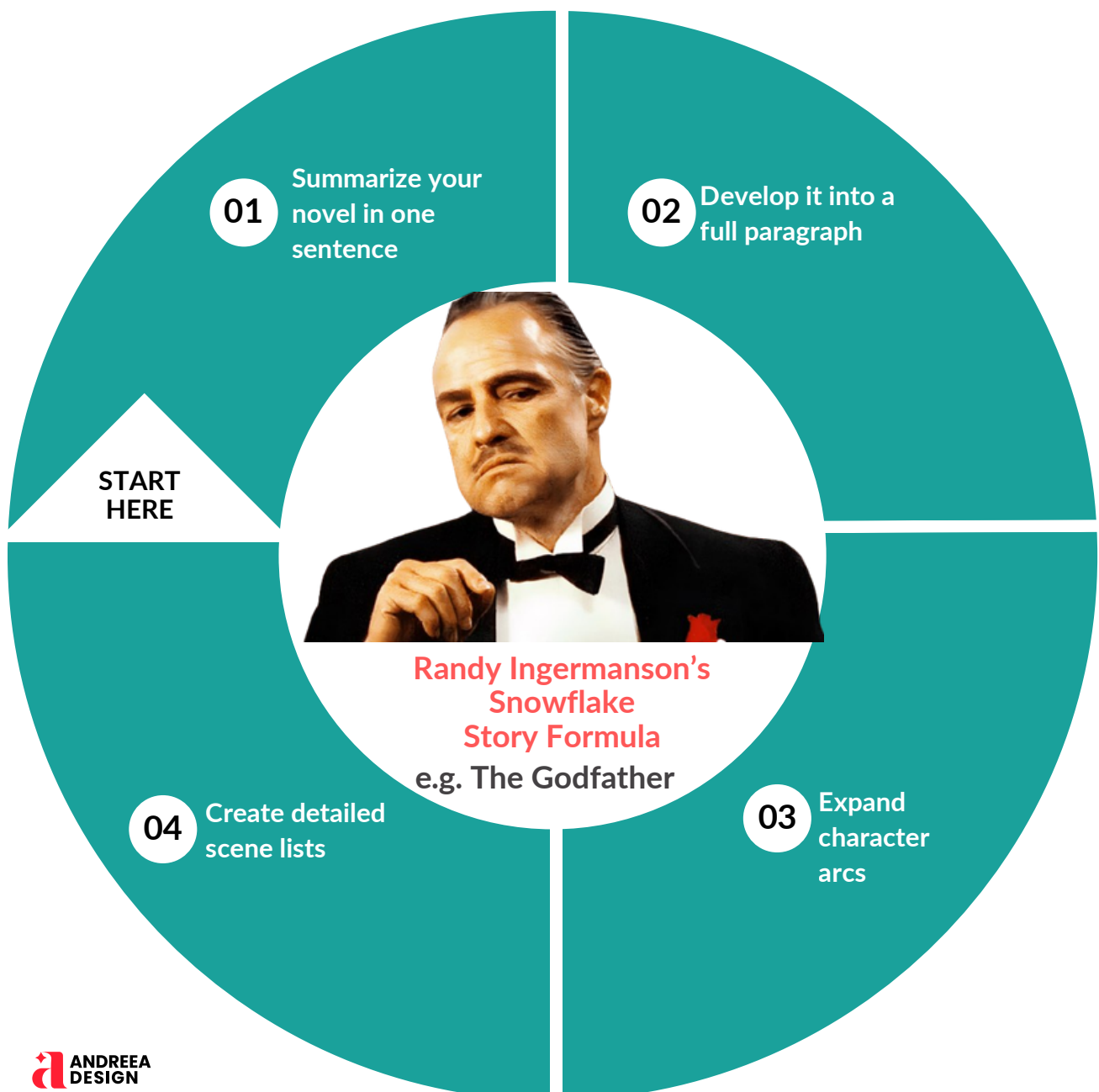
In Media Res Story Formula

Start the story in the midst of action to hook readers immediately, allowing backstory to unfold as the narrative progresses. When to use? Use this formula for stories that require instant engagement and to maintain a fast-paced narrative. YouTube Shorts and Instagram Shorts use this type of story. Use it if you have an objective to connect with your audience fast.



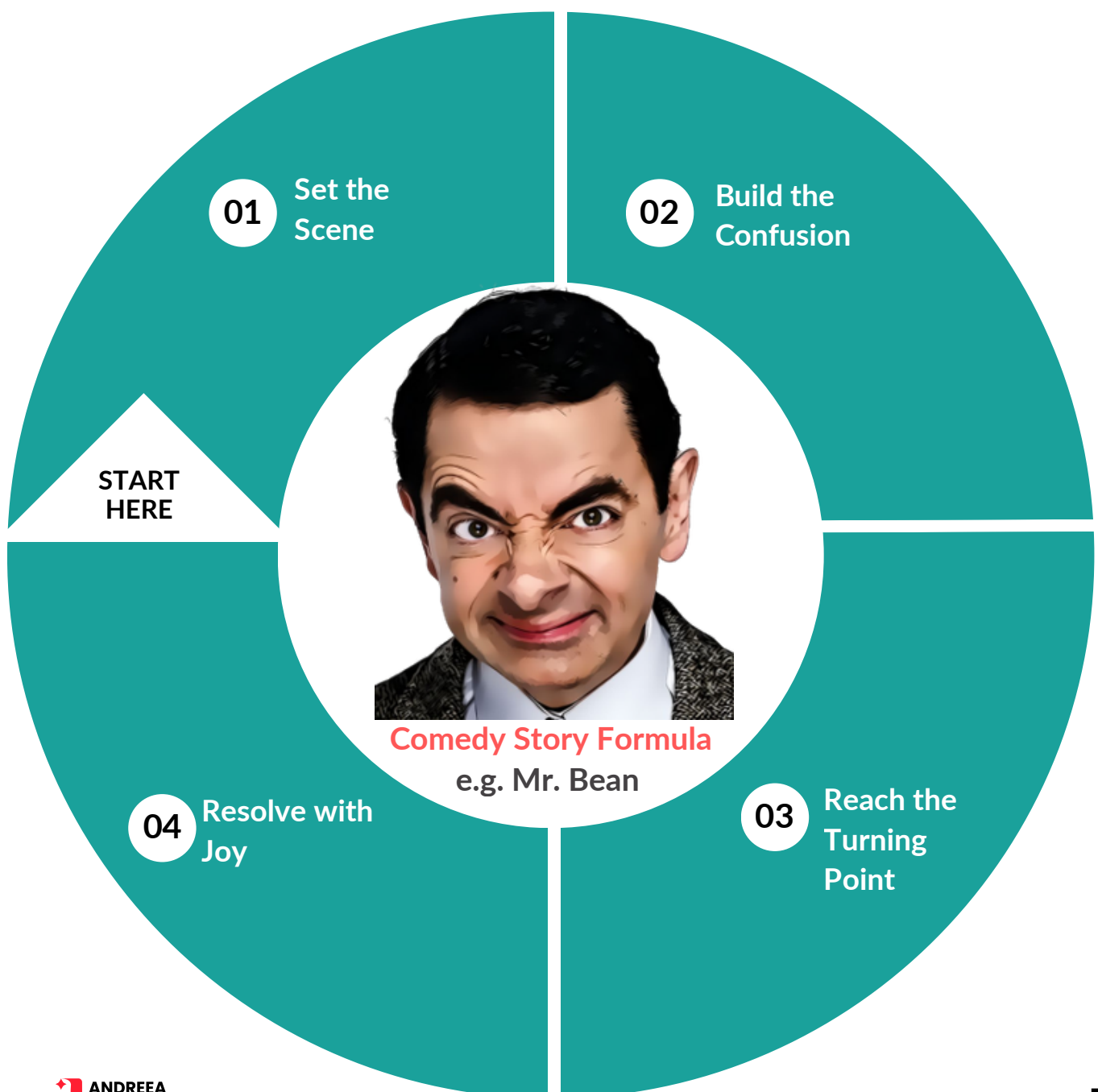
Randy Ingermanson's Snowflake Story Formula

Start with a central idea and expand on it systematically in structured steps. When to use? Use this formula when you prefer outlining and need a systematic way to navigate the plot development. Use it for articles, books, and long content, such as autobiographies. Use it if you have an objective to connect with your audience.



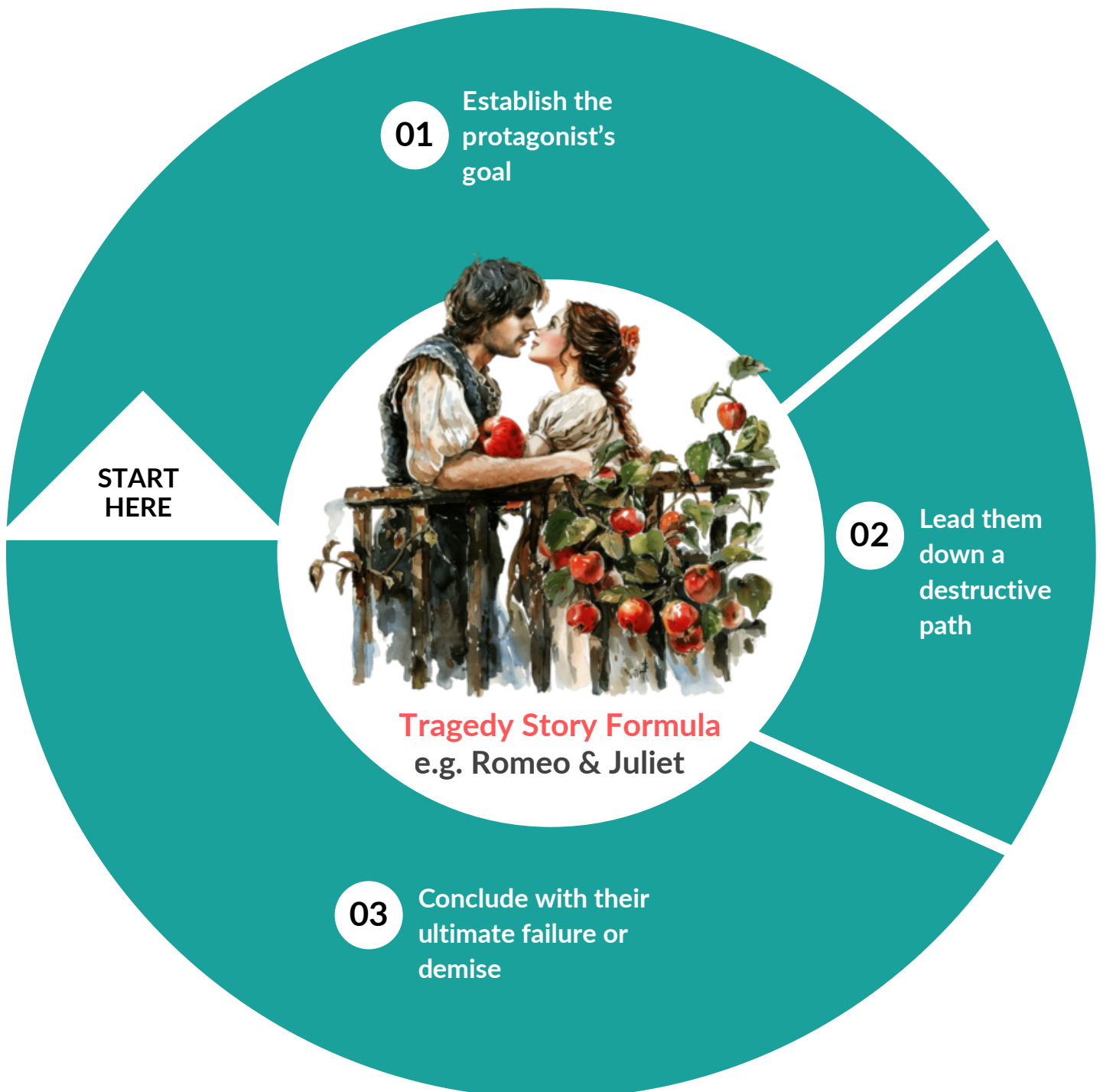
Comedy Story Formula

A story that starts in confusion and ends in joy as misunderstandings are resolved and relationships are reconciled. Use this formula to entertain audiences while highlighting the significance of communication and openness. Use it if you have an objective to connect with your audience.



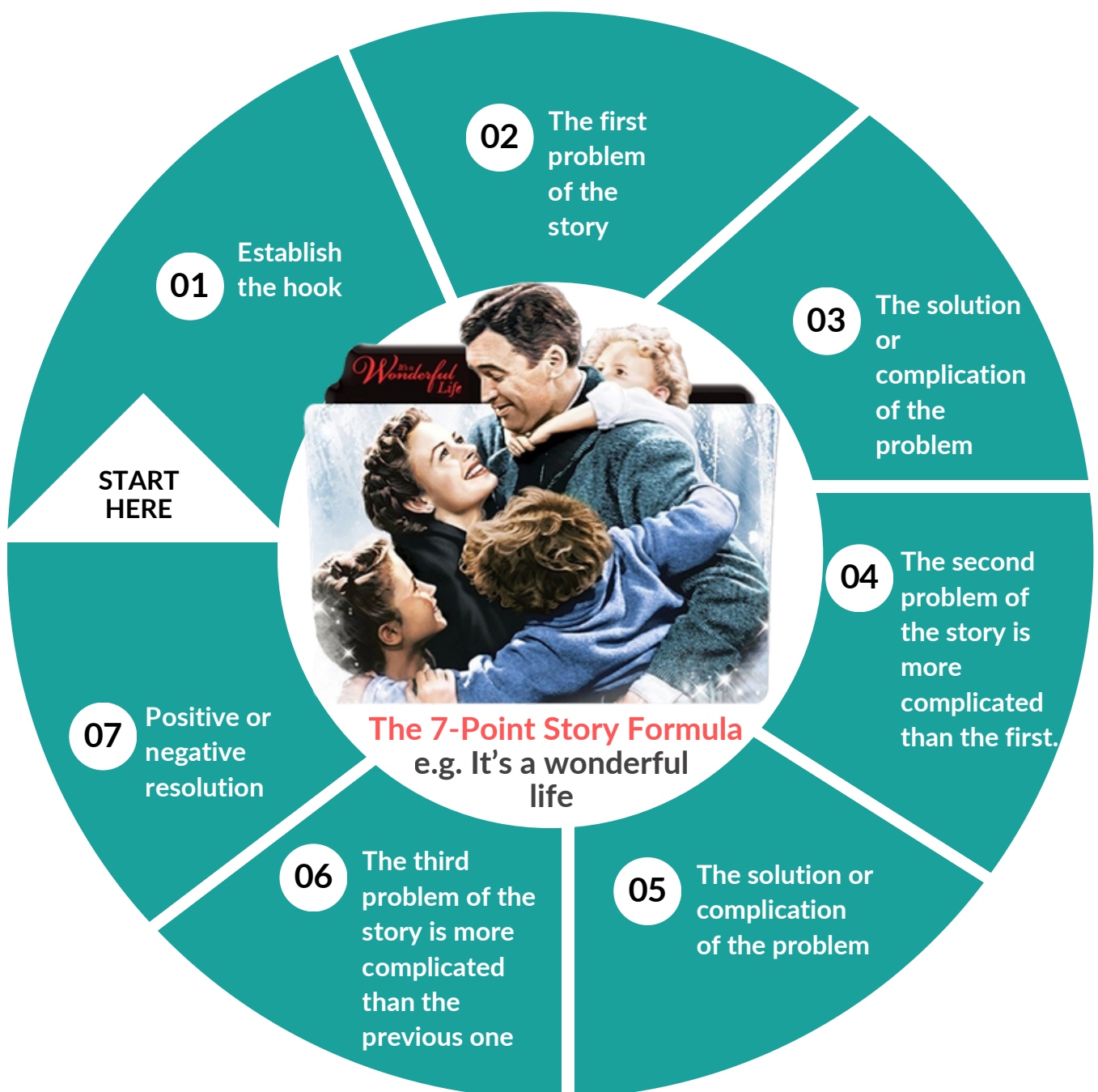
Tragedy Story Formula

A cautionary tale that explores the downfall of the protagonist due to poor choices or circumstances. Use this formula to convey important lessons and the consequences of actions, often creating a reflective experience for the audience. Use it if you have an objective to connect with your audience.



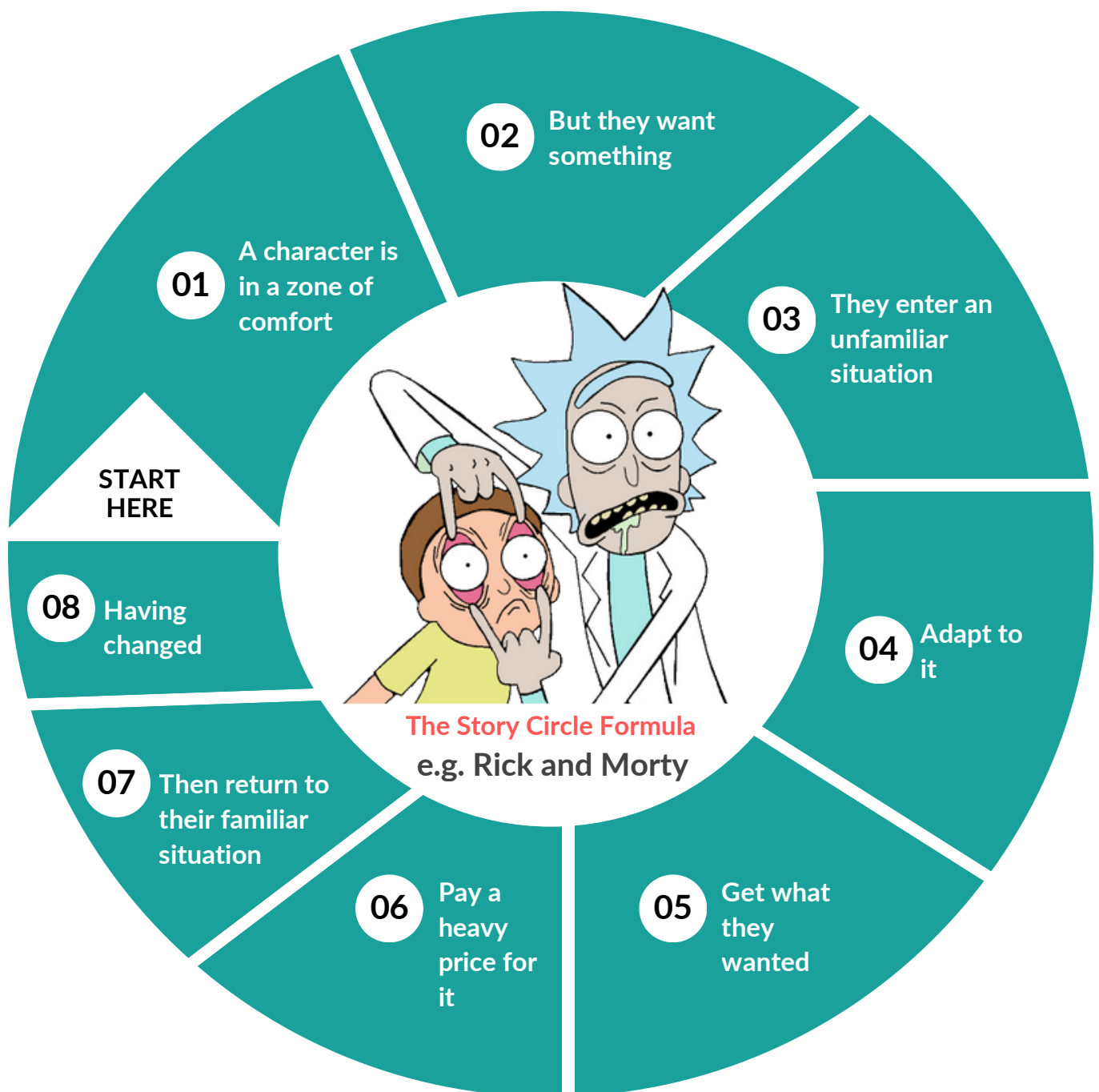
The 7-Point Story Formula

Begin with the resolution and work backward to ensure a strong narrative arc and character development. Use this formula to maintain focus on your story's progression and character evolution. Use this for long content articles, speeches at events, and courses you create for the audience. Use it if you have an objective to connect with your audience.



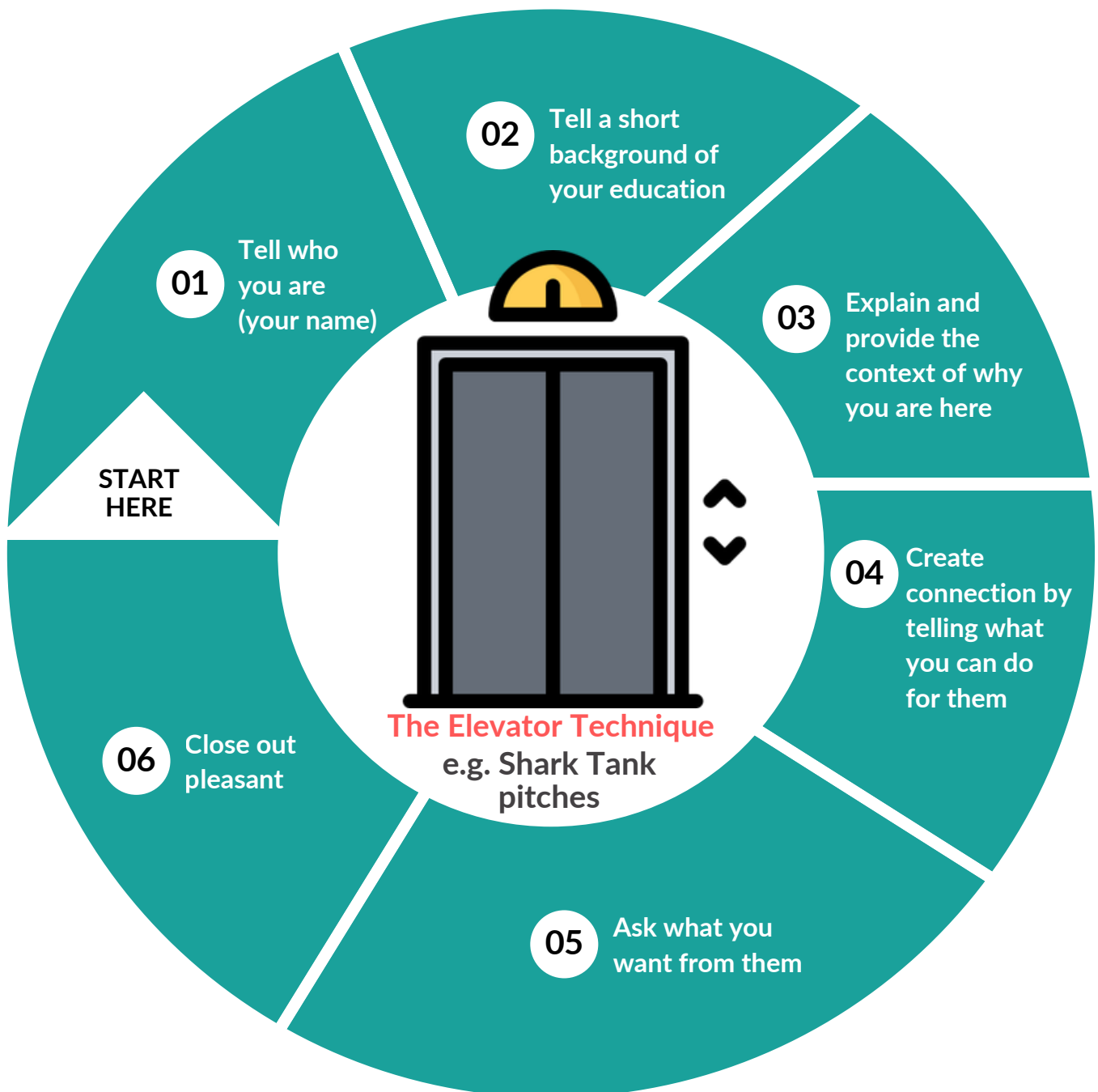
The Story Circle Formula by Dan Harmon

The Story Circle is a narrative structure developed by Dan Harmon, based on the Hero's Journey. It consists of eight steps, guiding a character through a cyclical journey:



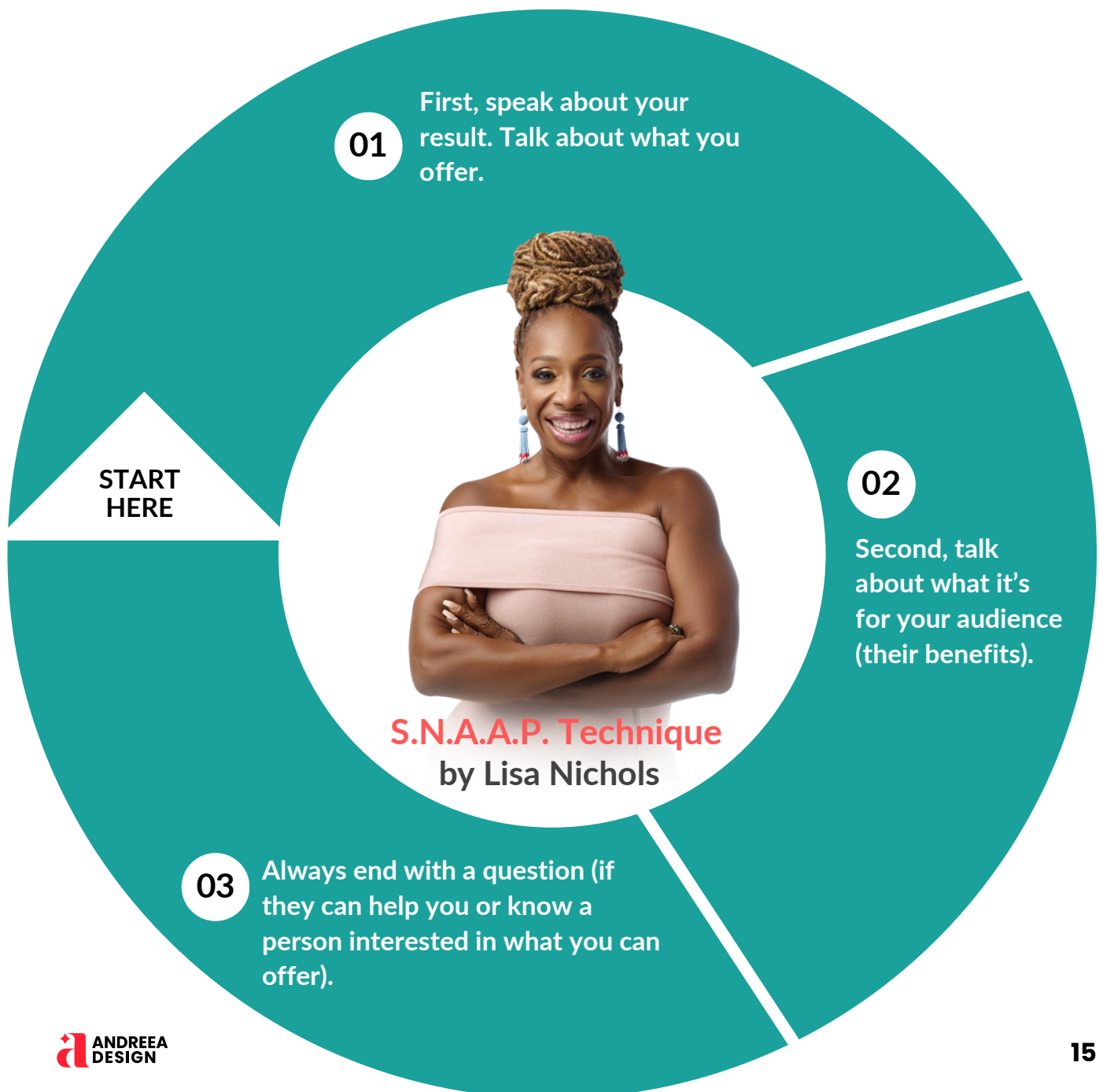
The Elevator Technique

A 30-second presentation about you. In which you answer to: “What you do?”. Use the Elevator Technique when you need a concise, compelling pitch to quickly engage interest in a person, product, or idea.



S. N. A. A. P. Technique by Lisa Nichols

Super Networking at Accelerated Pace, a 60-120 seconds presentation. It's versatile and applicable to many contexts, from sales pitches to educational talks, making complex ideas digestible and actionable.



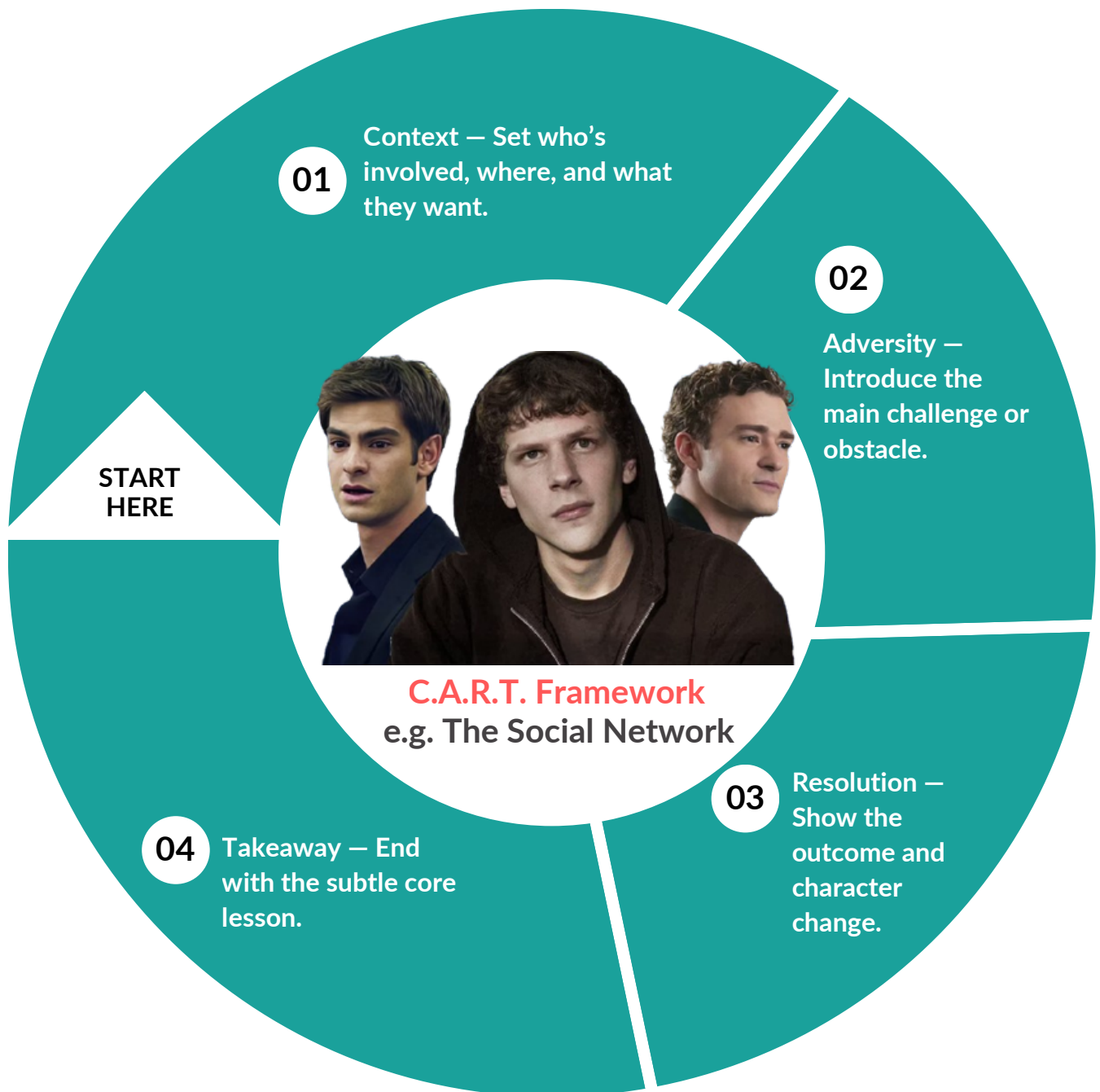
PAST Framework

A sensory-focused tool that zooms into one vivid, immersive moment. When to use it? Personal anecdotes, key scenes, or emotional highlights in talks and writing.



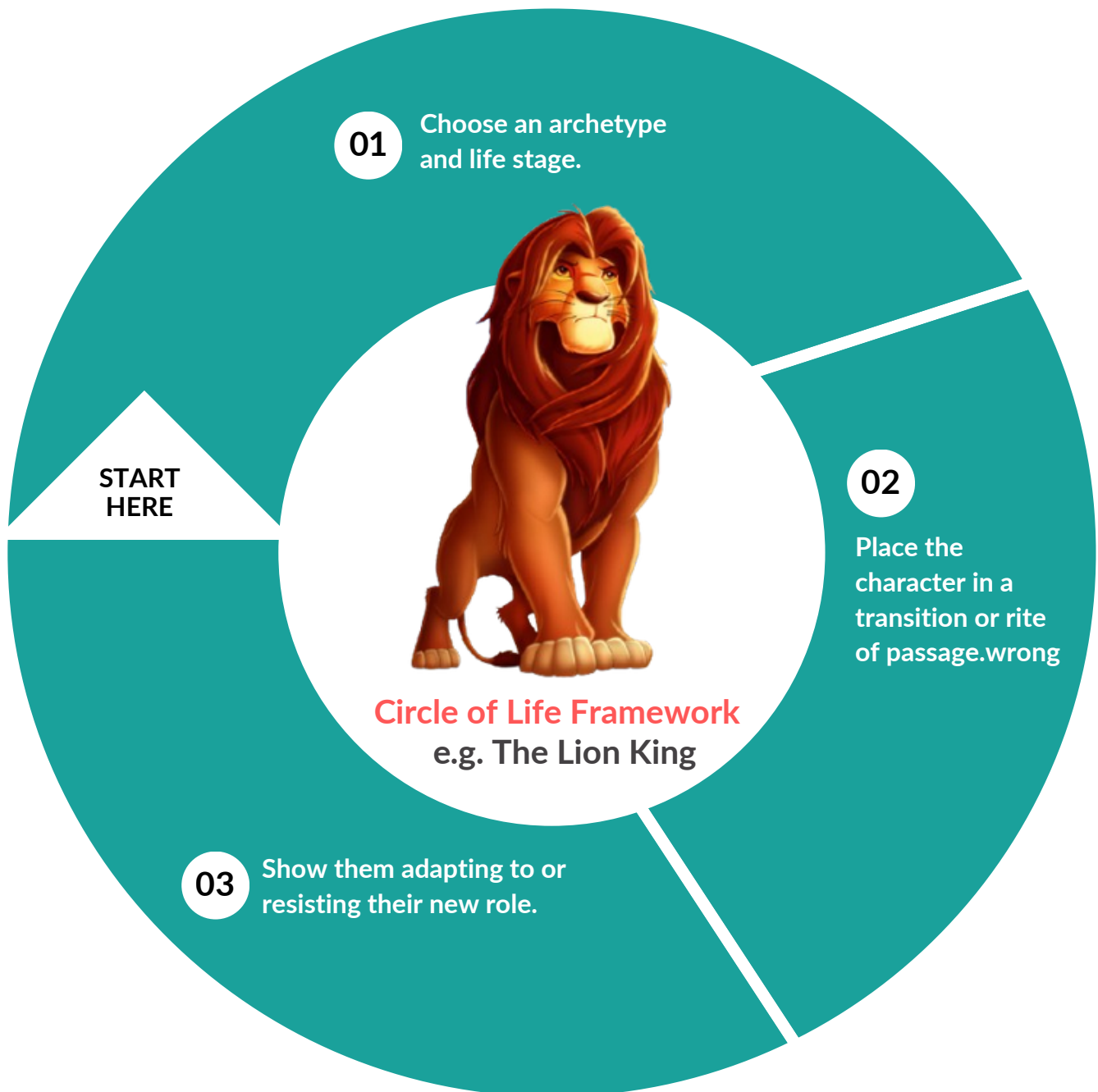
C.A.R.T. Framework

A simple narrative that connects a situation to a clear life lesson. When to use it? Business stories, lessons learned, motivational content, or sales pitches.



Circle of Life Framework

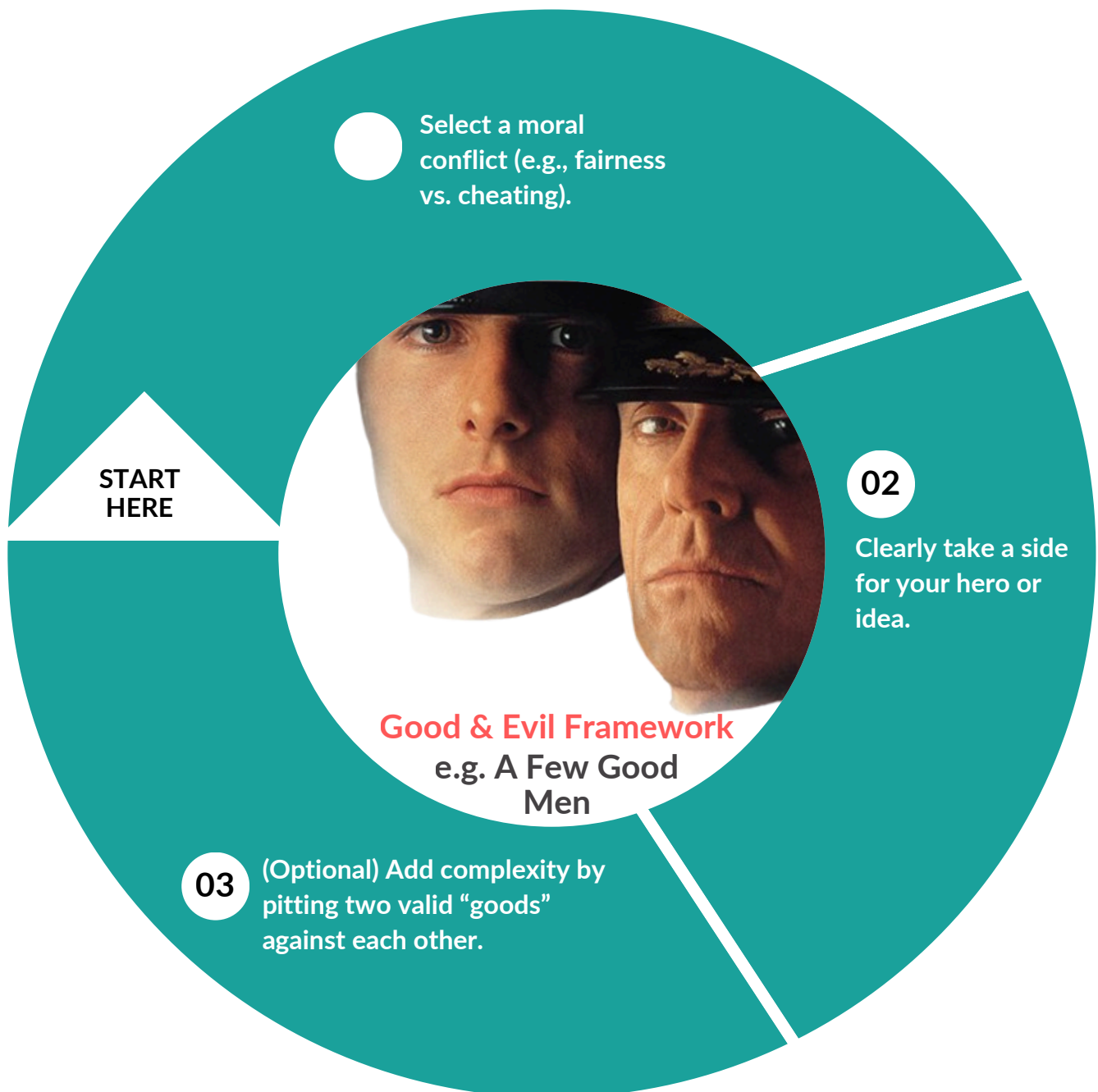
Uses universal life stages and archetypes (Child, Adult, Parent) to explore growth. When to use it? Coming-of-age stories, personal development, or societal role reflections.



Good & Evil Framework

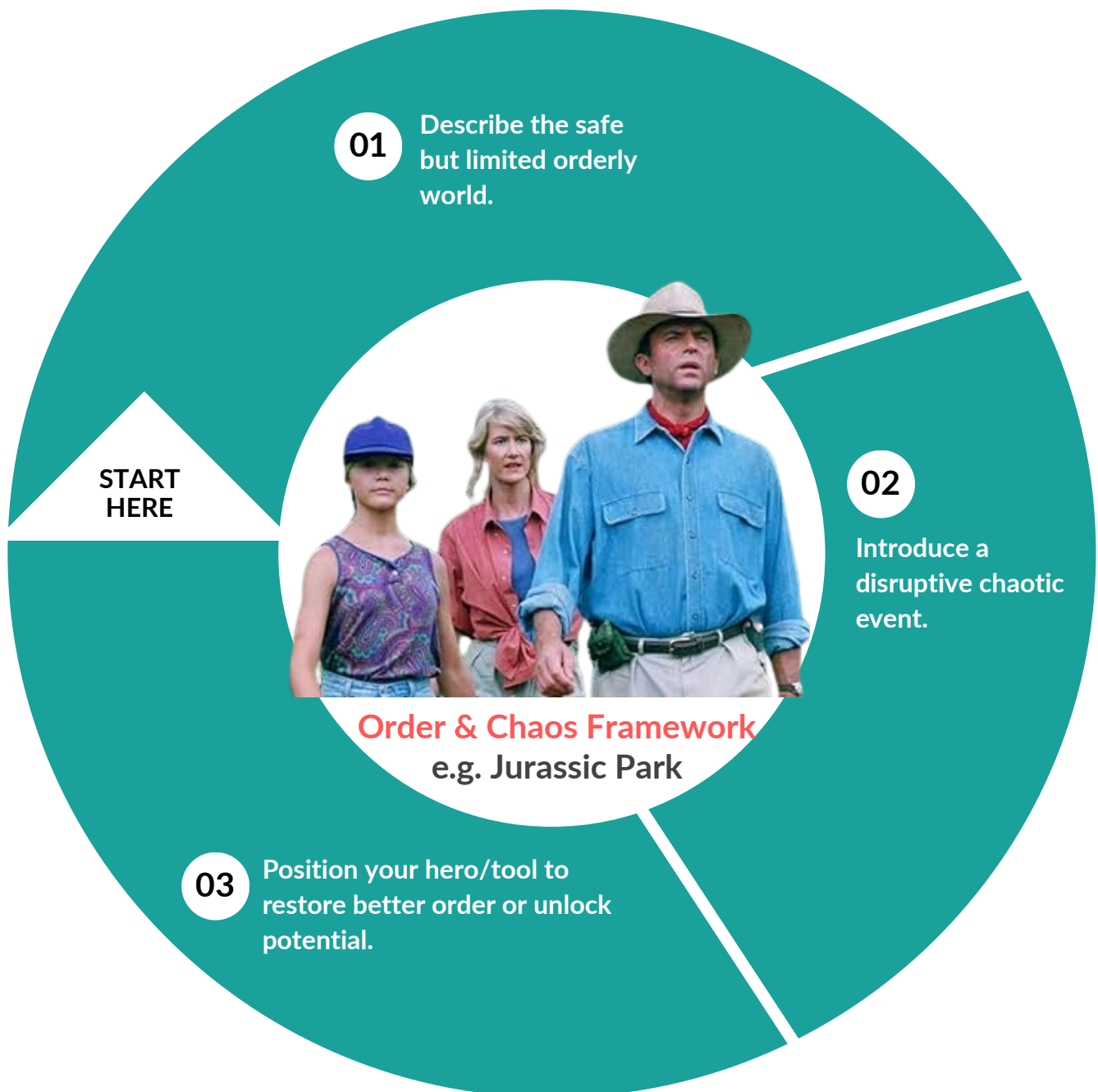
Frames stories around core moral instincts and conflicts.

When to use it? Debates, political speeches, ethical discussions, or brand positioning.



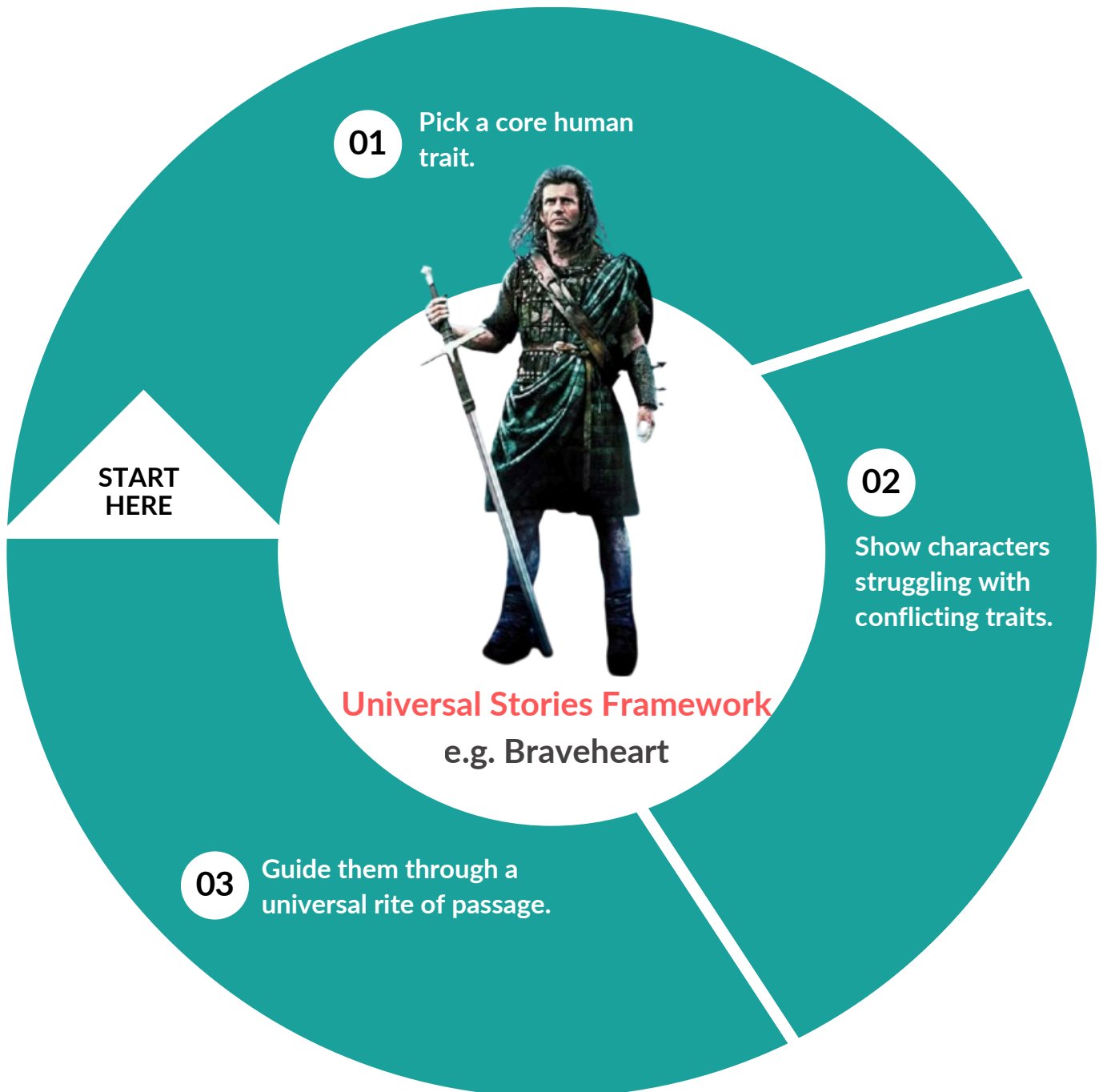
Order & Chaos Framework

Centers on stability being disrupted by the unknown. When to use it? Innovation stories, leadership, or introducing new solutions.



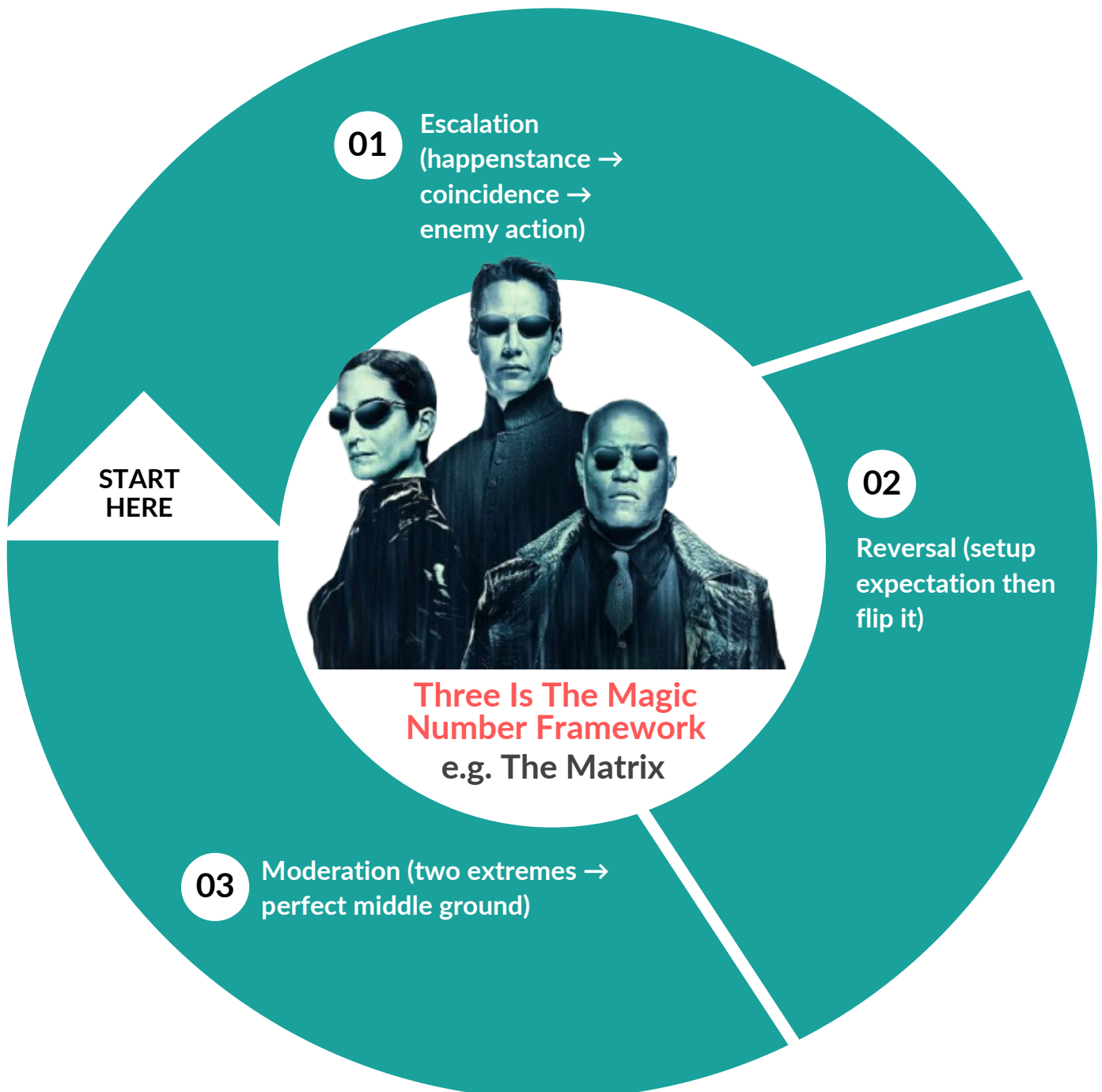
Universal Stories Framework

Builds on shared human traits like bravery, free will, or cooperation. When to use it? Deeply relatable personal or brand stories.



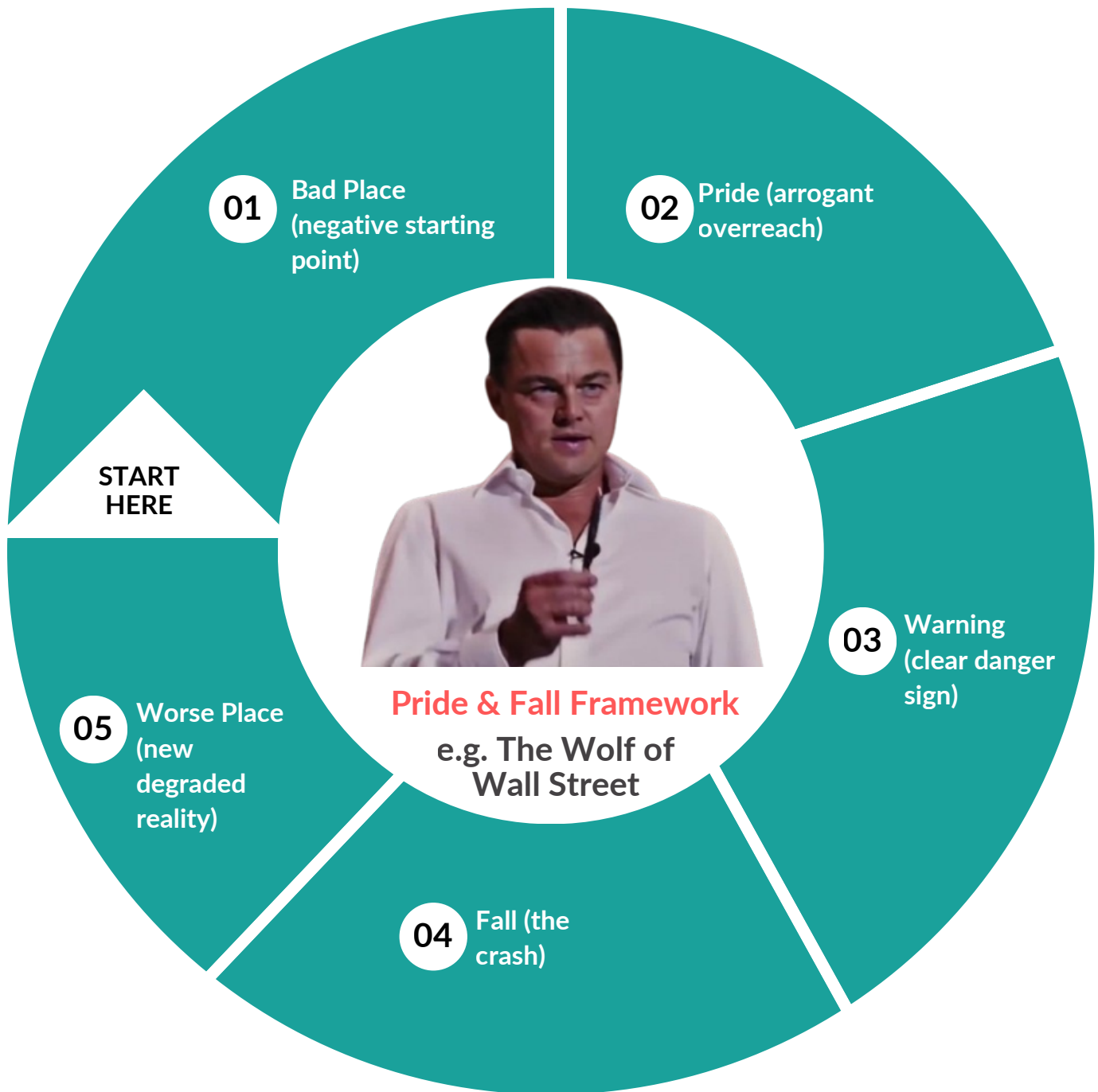
Three Is The Magic Number Framework

Uses groups of three for memorable patterns and twists.
When to use it? Comedy, speeches, or presentations where rhythm matters.



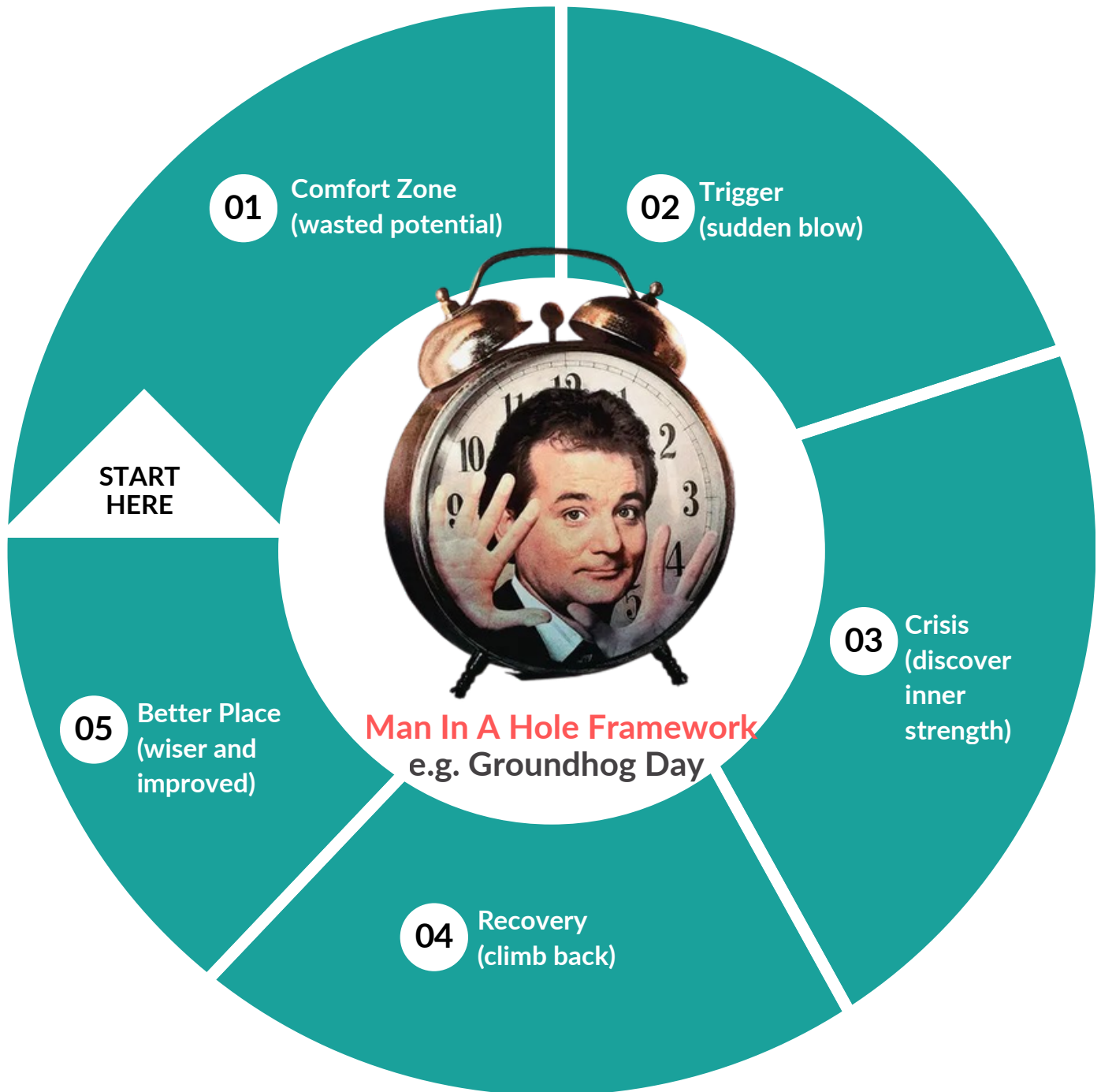
Pride & Fall Framework

A cautionary five-beat arc showing overconfidence leading to failure. When to use? Selling by addressing skepticism or warning against bad paths.



Man In A Hole Framework

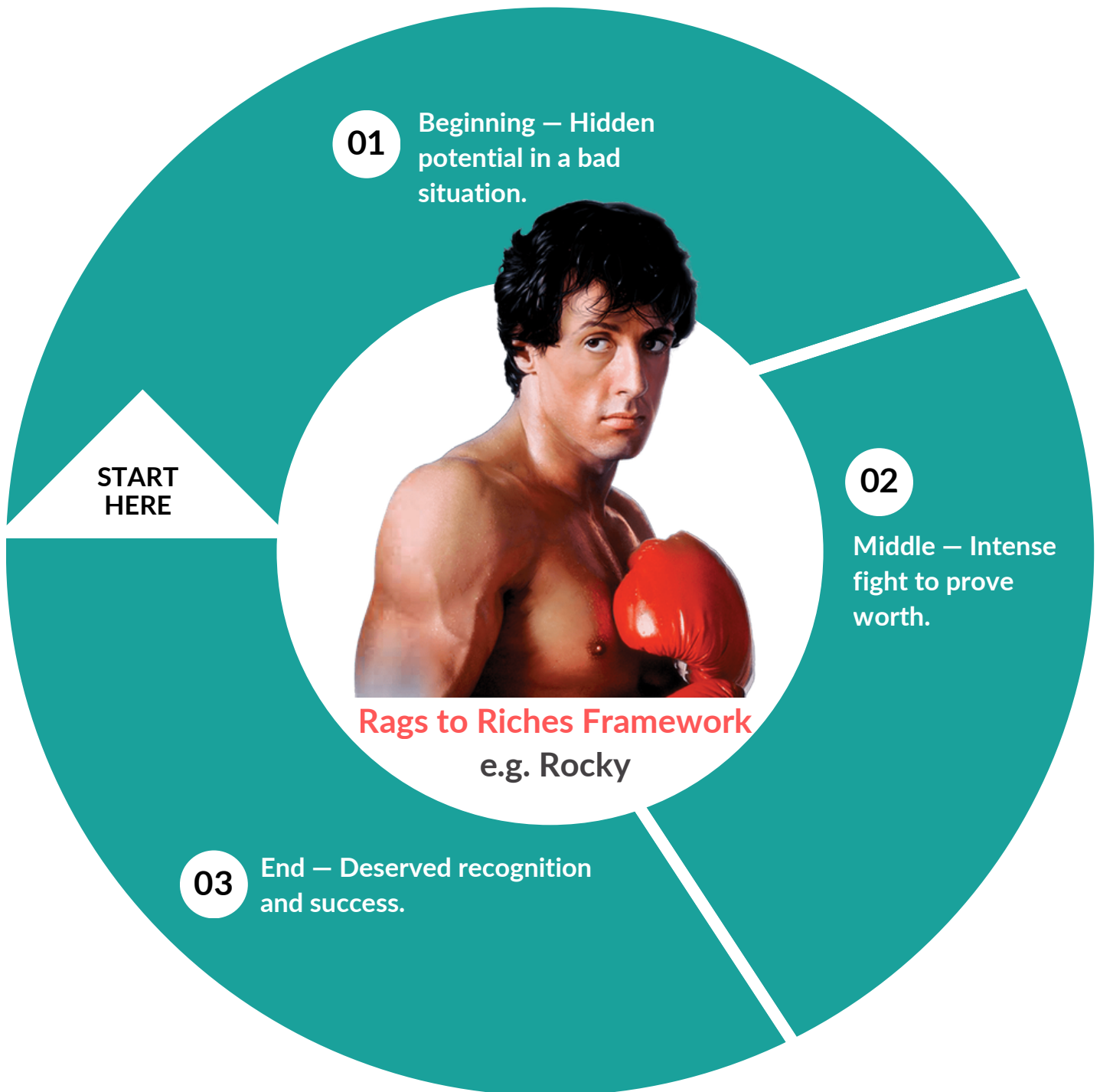
A five-beat arc of descent and hard-won improvement. When to use? Leadership stories, personal branding, or transformation narratives.



Rags to Riches Framework

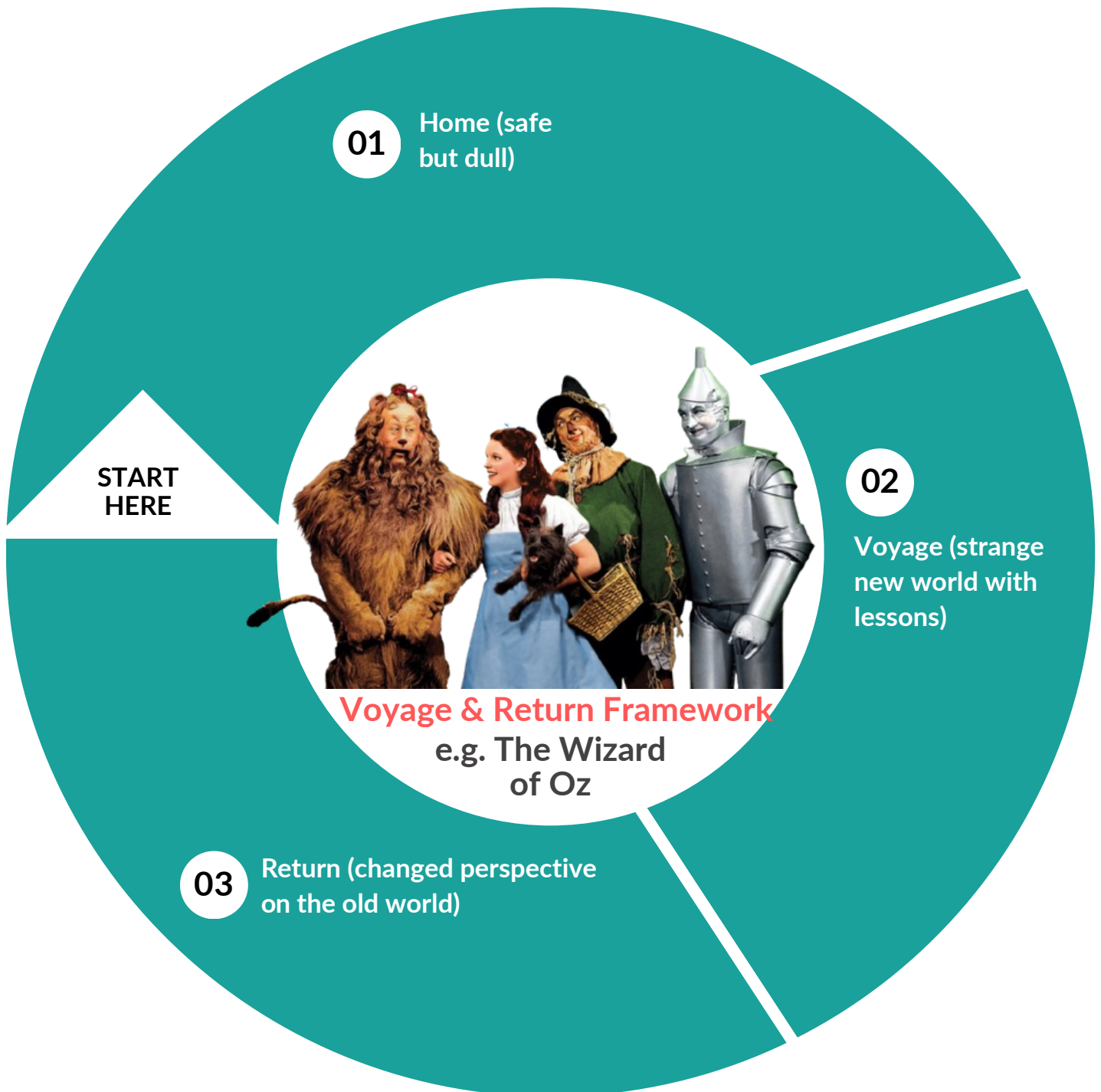
Inspirational arc revealing hidden value through struggle.

When to use it? Landing pages, motivational content, or underdog brand stories.



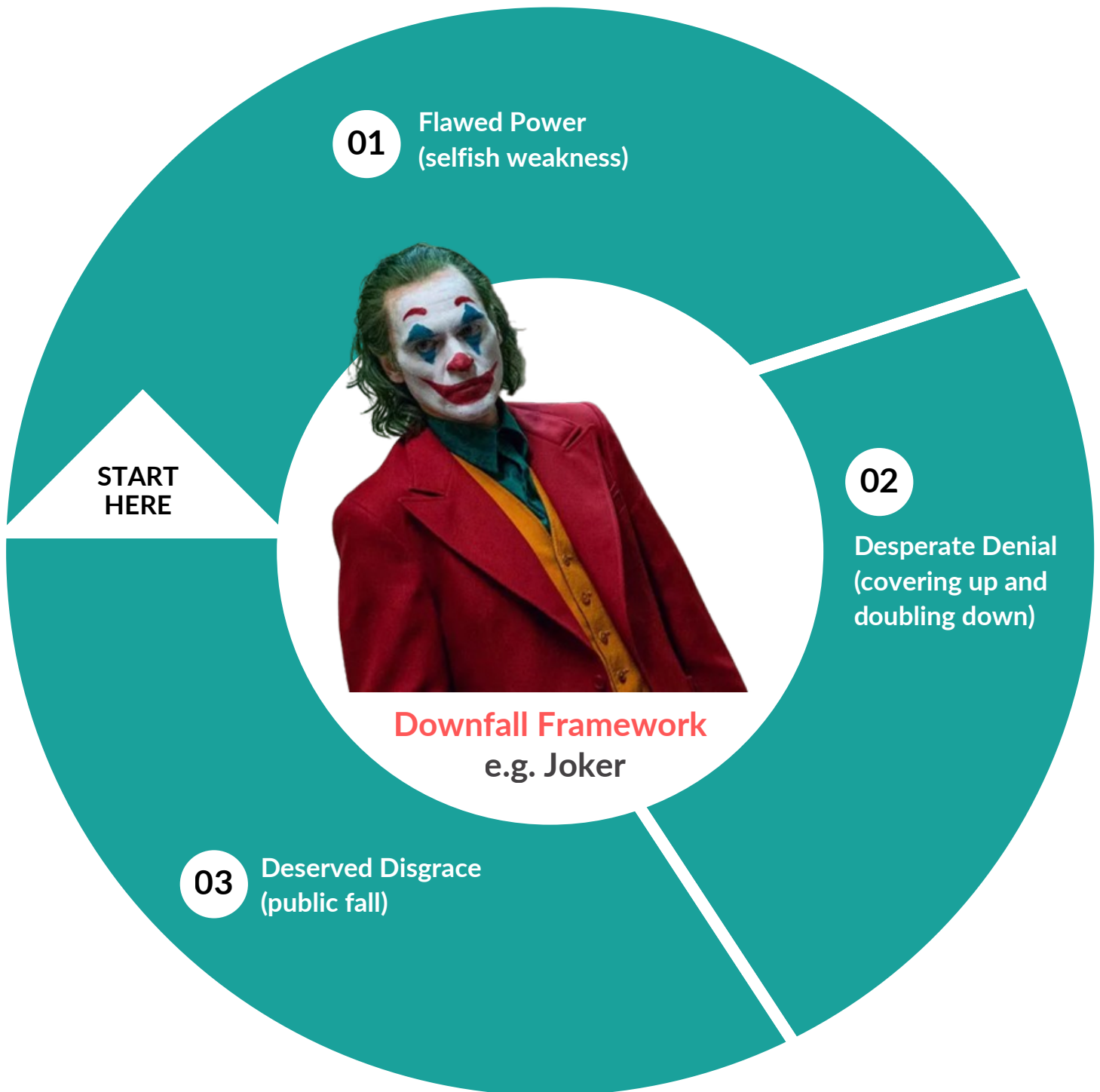
Voyage & Return Framework

Hero leaves safety, faces the unknown, and returns transformed. When to use it? Adventure-style personal or brand journeys.



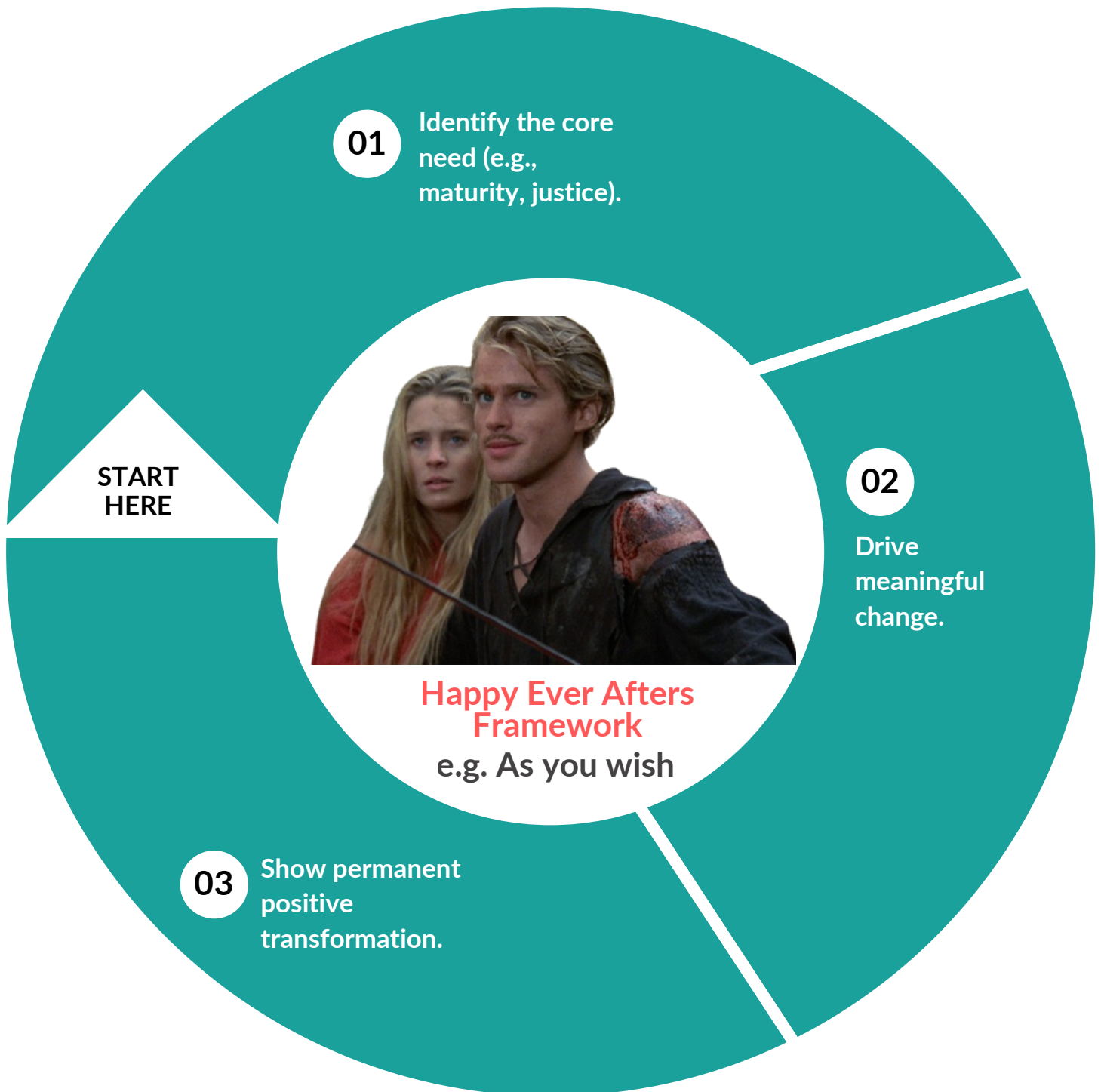
Downfall Framework

Exposes flaws and leads to deserved consequences. When to use it? Critiquing competitors or cautionary business tales.



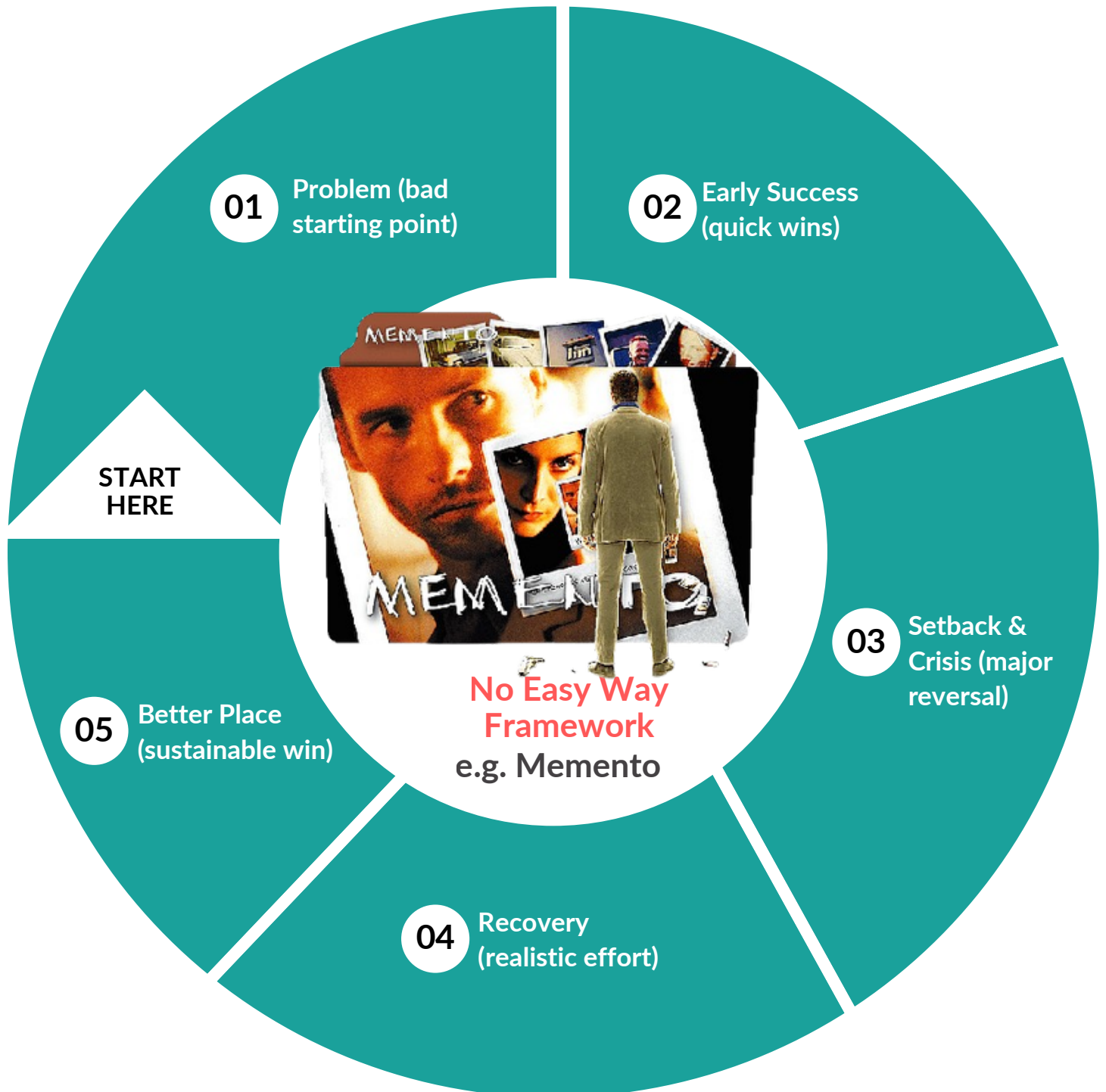
Happy Ever Afters Framework

Positive growth arc ending in lasting positive change. When to use it? Portfolio projects or personal development stories.



No Easy Way Framework

Realistic arc with setbacks and earned victories. When to use?
Authentic project stories or resilience narratives.



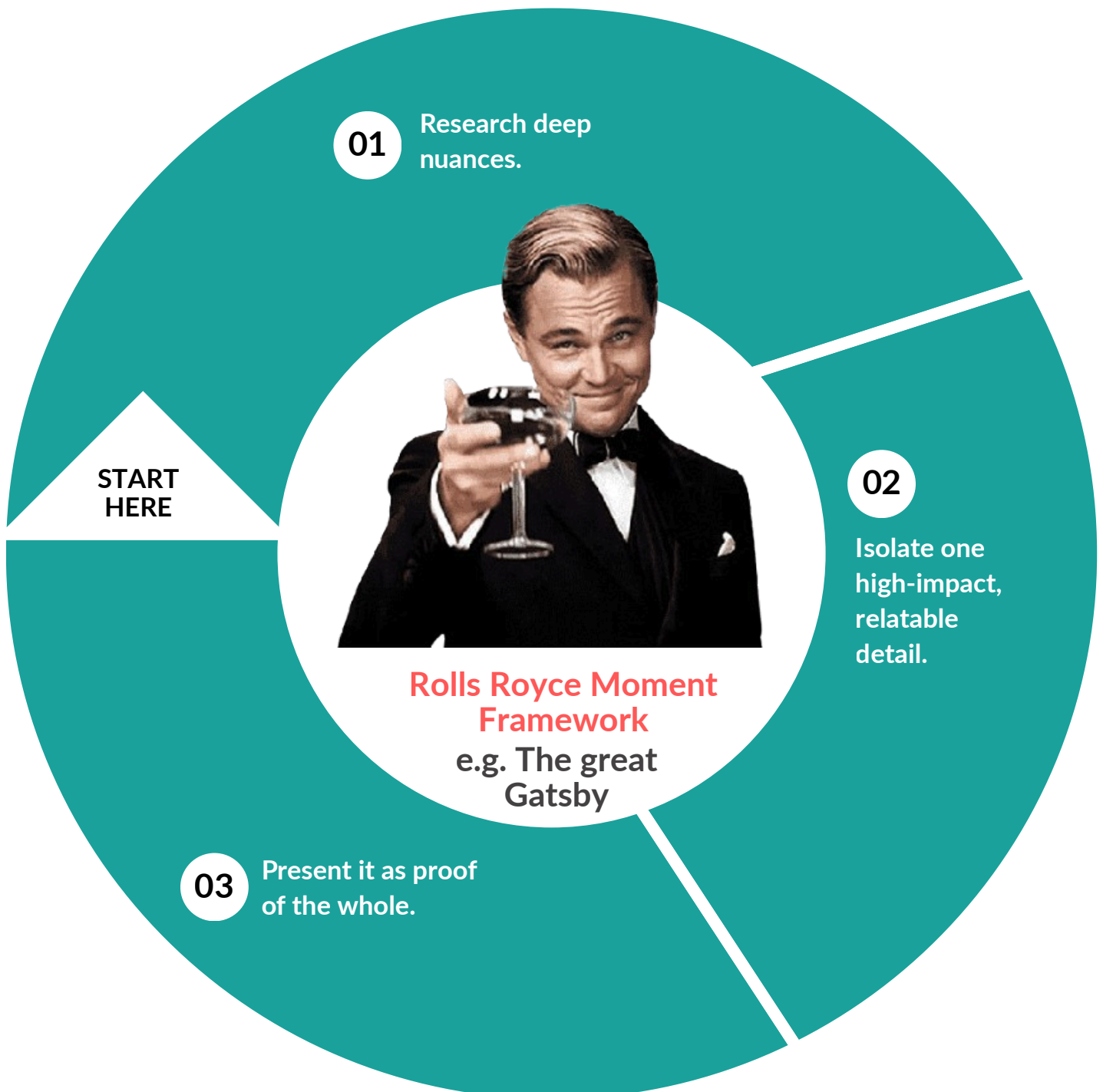
Story Hooks (QUIRKS)

Quick attention-grabbers for short formats. When to use?
Video intros, shorts, or openings.



Rolls Royce Moment Framework

Uses one tiny vivid detail to represent overall premium quality. When to use? Short product videos or proof-of-quality moments.



Quick Tips

With these 31 formulas, you'll never face blank-page syndrome again. But turning random stories into a powerful, consistent brand that positions you as a leader requires strategy.

From a simple idea to a captivating brand.

With these 31 formulas, you've eliminated "blank page block." But how do you ensure that every story you tell contributes to your image as a leader? Effective storytelling needs a solid foundation: a coherent visual and narrative strategy.

I'm Andreea Laura Amzu, a brand strategist and designer, and I'm here to help you go from isolated posts to a brand that dominates the market.

Join my community to receive premium resources, expert articles, and practical courses for entrepreneurs who don't have time to waste.

For more information, visit:

www.andreea.design