

THE STORYTELLING SYSTEM

# STORYTELLING BLUEPRINT

Information is forgotten. Stories are felt, remembered, and repeated. This is the system for turning any idea into a story that lands — and sticks.

WHY STORY WORKS · MASTER STRUCTURES · 7 FORMATS · APPLICATION

# People don't remember what you said.

They remember how you made them **feel**. That single truth is why the most-shared, most-trusted creators aren't the ones with the most information — they're the best storytellers.

Facts inform. Stories **move** — and only what moves people gets remembered, repeated, and acted on. The good news: storytelling isn't a gift you're born with. It's a set of structures you can learn and run on demand. That's what this blueprint gives you.

## Why story beats information — 3 reasons

**01**

### **Raises credibility**

Lived experience proves you more than claims ever could.

**02**

### **Makes you relatable**

People connect with people, not bullet points.

**03**

### **Simplifies + inspires**

A story carries a complex idea and the motivation to act on it.

## How to use this blueprint

- 01 Internalize why story works** (Module 01) — it changes how you frame everything.
- 02 Learn the master structures** (Module 02) — the deep arcs that carry emotion.
- 03 Pick a format** (Module 03) — the package you pour the structure into.
- 04 Apply it** (Module 04 + Toolkit) — match the right structure and format to your idea.

# The blueprint

01	Why Story Works — the foundation	05
02	The Master Structures — the arcs	08
03	The 7 Story Formats — the packages	12
04	Putting It Together — structure x format	15
—	The Toolkit — planners & maps	17

## Structure vs. Format — the key distinction

A **structure** is the emotional arc — the shape of the journey (Story Circle, Save the Cat). A **format** is how you package and deliver it (a listicle, a breakdown, a case study). Master both and you can tell any idea as a story, in any length, on any platform.

# 01

MODULE ONE

## Why Story Works

Before structures and formats: the foundation. Why the human brain is built for story, and how to engineer the one thing that makes content stick — feeling.

## Engineer the feeling first

Most creators write the information, then hope emotion shows up. Reverse it. Decide what the audience should **feel** — then build the story to produce that feeling. Emotion isn't decoration; it's the payload. The information just rides along.

**The test:** after someone consumes your story, what's the single feeling left behind — inspired, understood, fired-up, relieved? If you can't name it, neither can they.

## Your most powerful story is yours

The fastest way to build trust is to tell your own arc — and the simplest frame is three acts:

### Act 1

#### Your past

Where you started — the struggle they recognize in themselves.

### Act 2

#### The present

The turning point — what changed and what you learned.

### Act 3

#### The future

How you shape what's next — and how they can too.

This isn't self-indulgence — it's the credibility engine. Your past makes you **relatable**; your present proves the **transformation**; your future gives them a path to follow.

## The four ingredients of any story

Strip every great story down and the same four parts remain. If one is missing, the story falls flat — diagnose with these:

### A character

Someone to root for — even if that someone is you, or the viewer themselves.

### A desire

What they want. No want, no tension, no reason to keep watching.

### A conflict

The obstacle between them and the want. Conflict is the engine.

### A change

How they (or the viewer) end up different. The change is the point.

## Tension is attention

A story holds people because a question is open — *will they get what they want?* The moment the tension resolves, attention is free to leave. So open the loop early, raise the stakes, and resolve it only when you've delivered the feeling you were aiming for.

Everything in Module 02 is just a **proven shape** for arranging these four ingredients so the tension builds and releases at the right moments. You don't have to invent the arc — you choose one.

# 02

MODULE TWO

## The Master Structures

Five battle-tested arcs that have carried stories for centuries — from a 30-second clip to a feature film. Learn them once; reach for the right one forever.

YOU'VE SEEN WHY STORY WORKS

# Now learn to tell **any** story.

This preview covered the foundation — why story beats information. The full Storytelling Blueprint hands you the structures and formats to turn any idea into a story that lands.

- ◆ **5 master structures** — Three-Act, Freytag, Hero's Journey, Story Circle, Save the Cat
- ◆ **7 story formats** — each with a plug-and-play outline
- ◆ **Structure × Format × Feeling** — the method for combining them
- ◆ **The Toolkit** — Story Circle planner, format picker, emotional beat map

STORYTELLING BLUEPRINT · FULL SYSTEM

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