

THE 7 KEY ELEMENTS

Of Blockbuster Storytelling

STORY BEGINNING

**PHASE #1
PREPARATION PHASE**

GAME CHANGER #1

**PHASE #2
REACTIVE PHASE**

GAME CHANGER #2

**PHASE #3
PROACTIVE PHASE**

GAME CHANGER #3

**PHASE #4
CONCLUSION PHASE**

STORY ENDING