

## Five-Act Brand Storytelling Template Worksheet

Story Act	Elements of Story Act Development
<p><b><u>Act 1 Exposition</u></b></p> <p>Characters, setting, basic conflict are established leading to tension. An inciting moment begins rising action of complications.</p>	
<p><b><u>Act 2 Complication</u></b></p> <p>Tension mounts as the main character's efforts to reach a goal meet conflicts with obstacles. Frustration builds as opposing forces intensify.</p>	
<p><b><u>Act 3 Climax</u></b></p> <p>Conflict reaches a high turning point that could lead to victory or defeat for the main character, resulting in good or bad consequences.</p>	
<p><b><u>Act 4 Reversal</u></b></p> <p>Events play out in falling actions from the reversal in the climax. Momentum slows as the characters head toward a final resolution.</p>	
<p><b><u>Act 5 Denouement</u></b></p> <p>Conflict is resolved and tension is released, creating normalcy. Comedy ends with the main character better off and tragedy being worse off.</p>	