Five-Act Brand Storytelling Template Worksheet

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

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