STORY-TO-FORMAT CONVERSION SYSTEM

Applying Narrative Structure to Business, Sales, Marketing & Presentations

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THE CORE CONCEPT

What We Just Did:

1. Started with a TTRPG adventure module (structured gameplay)
2. Converted to pulp short story (narrative prose)
3. Converted to screenplay (visual/dialogue format)
4. Converted to manga (visual storytelling with Kishōtenketsu)
5. Extracted complete asset list (production-ready breakdown)

Why This Matters: The same **story** with the **same core message** was repackaged for different audiences and mediums. Each format emphasized different aspects while keeping the core intact.

This is exactly what you need for business.

BUSINESS APPLICATION 1: SALES & PITCHING

THE PROBLEM WITH TRADITIONAL SALES

Most salespeople present the same pitch regardless of audience:

- ❌ Technical specs to executives (they don't care)
- ❌ High-level vision to engineers (they need details)
- ❌ One-size-fits-all presentations (boring, ineffective)

THE SOLUTION: STORY-TO-FORMAT CONVERSION

Your product/service is the "story." Different audiences need different "formats."

EXAMPLE: SELLING A SOFTWARE PLATFORM

Let's say you're selling a **project management platform** to different stakeholders.

FORMAT 1: THE EXECUTIVE PITCH (Pulp Story Version)

Audience: CEO, CFO, Board Members
What They Care About: ROI, risk reduction, strategic advantage

Format: High-level narrative with clear stakes

Structure:

```
Opening: "Your teams are drowning in scattered tools and missed deadlines."

The Problem: "You're losing $2M annually in project delays and miscommunication."

The Solution: "Our platform centralizes everything—one source of truth."

The Stakes: "Companies using our system see 40% faster delivery and 60% fewer delays."

The Ask: "Let's pilot this with your marketing team next quarter."
```

Key Features:

- No technical jargon
- Focus on business outcomes
- Use numbers (money, time, percentages)
- Tell it like a story with tension and resolution
- Keep it to 5 minutes

FORMAT 2: THE TECHNICAL PITCH (Screenplay Version)

Audience: CTO, IT Director, Lead Engineers
What They Care About: Integration, security, scalability, technical specs
Format: Structured, visual, scene-by-scene demonstration

Structure:

```
ACT 1 - THE CURRENT STATE:
- Show their current workflow (multiple tools, switching tabs)
- Demonstrate the pain points visually

ACT 2 - THE INTEGRATION:
- API documentation walkthrough
- Security protocols (SOC 2, encryption standards)
- Show how it connects to their existing stack

ACT 3 - THE DEPLOYMENT:
- Implementation timeline
- Migration strategy
- Support structure
```

Key Features:

- Show, don't tell (live demo or detailed screenshots)
- Provide technical documentation upfront
- Address security/compliance immediately
- Include architecture diagrams
- Answer "how" questions, not just "what"

FORMAT 3: THE END-USER PITCH (Manga Version - Visual & Simple)

Audience: Project managers, team leads, actual users
What They Care About: Daily usability, time saved, frustration reduced
Format: Highly visual, step-by-step, relatable

Structure:

```
PANEL 1: "Morning chaos—checking 5 different tools for updates"
[Visual: Person frantically switching between Slack, email, Trello, Google Docs, Zoom]

PANEL 2: "With [Platform], everything's in one place"
[Visual: Clean, organized dashboard]

PANEL 3: "Set up a task in 10 seconds"
[Visual: Quick task creation demo]

PANEL 4: "See everything your team's working on at a glance"
[Visual: Team dashboard view]

PANEL 5: "Go home on time"
[Visual: Person leaving office, smiling, sunset]
```

Key Features:

- Use actual screenshots or mockups
- Show before/after comparisons
- Focus on emotional benefits (less stress, more clarity)
- Keep text minimal—let visuals tell the story
- End with aspirational outcome

FORMAT 4: THE INVESTOR PITCH (Asset List Version - Strategic Breakdown)

Audience: VCs, Angel Investors, Board Members
What They Care About: Market size, competitive advantage, scalability, team
Format: Structured data with clear categories

Structure:

```
MARKET OPPORTUNITY
- TAM: $50B (project management software)
- SAM: $12B (mid-market companies)
- SOM: $600M (target in 3 years)

COMPETITIVE LANDSCAPE
- Competitor A: Strong in enterprise, weak in UX
- Competitor B: Great UX, poor integrations
- Our Advantage: Best-in-class UX + open API

TRACTION
- Users: 15,000 (50% MoM growth)
- Revenue: $2M ARR
- Churn: 3% (industry avg: 8%)

TEAM
- CEO: 15 years product management at Google
- CTO: Built scaling infrastructure at AWS
- Head of Sales: Took last company from $0 to $50M

ASK
- Raising $5M Series A
- 18-month runway
- Milestones: 100K users, $10M ARR
```

Key Features:

- Lead with numbers and data
- Show traction and momentum
- Address competition directly
- Highlight team credibility
- Clear use of funds

BUSINESS APPLICATION 2: MARKETING CAMPAIGNS

THE SAME PRODUCT, DIFFERENT CHANNELS

Just like we converted "The Doll Terror" into multiple formats, **your marketing message needs to adapt to each channel** while keeping the core story intact.

EXAMPLE: LAUNCHING A NEW ENERGY DRINK

CORE STORY:

"Our energy drink gives you sustained focus without the crash."

CHANNEL 1: SOCIAL MEDIA (Manga Format - Visual, Punchy)

Platform: Instagram, TikTok
Format: Short-form video or carousel

Post 1 (Problem):

- Visual: Person slumped at desk, 3pm
- Text: "The 3pm crash hits different"

Post 2 (Solution):

- Visual: Person drinking your product
- Text: "Not anymore"

Post 3 (Result):

- Visual: Person energized, finishing work
- Text: "Sustained energy. No jitters. No crash."

Post 4 (CTA):

- Visual: Product shot
- Text: "Try it. Link in bio."

Why This Works:

- Visual storytelling (like manga panels)
- Quick consumption (scroll-stopping)
- Emotional connection (relatable problem)
- Clear call-to-action

CHANNEL 2: LONG-FORM CONTENT (Short Story Format)

Platform: Blog, Email Newsletter, Medium
Format: Narrative article

Structure:

```
TITLE: "Why I Quit Coffee (And What I Replaced It With)"

OPENING: Personal story about coffee dependency and afternoon crashes

THE PROBLEM: Science of caffeine crashes, blood sugar spikes

THE SEARCH: Tried various alternatives (all failed)

THE DISCOVERY: Found [Your Product], skeptical at first

THE TRANSFORMATION: Week-by-week experience, measured energy levels

THE SCIENCE: Why it works (ingredients breakdown)

THE INVITATION: Try it yourself (discount code)
```

Why This Works:

- Longer attention span audience
- Builds trust through detailed explanation
- SEO-friendly content
- Educational and persuasive

CHANNEL 3: VIDEO AD (Screenplay Format)

Platform: YouTube, TV, Pre-roll ads
Format: 30-second or 60-second commercial

30-Second Script:

```
[0:00] INT. OFFICE - AFTERNOON
Close-up: Clock shows 3:00 PM

[0:03] Character slumps over keyboard, exhausted

[0:05] VO: "The afternoon crash. We've all been there."

[0:08] Character reaches for coffee, hesitates

[0:10] Cut to: [Product] on desk

[0:12] Character drinks, energy returns

[0:15] Montage: Productive work, smiling, focused

[0:20] VO: "[Product]. Sustained energy. No crash. No jitters."

[0:25] Product shot with logo

[0:28] VO: "Available now at [retailers]"

[0:30] End card with website
```

Why This Works:

- Visual medium (show, don't tell)
- Emotional journey in 30 seconds
- Clear problem → solution → result
- Professional production value

CHANNEL 4: RETAIL/PACKAGING (Asset List Format)

Platform: Physical product, store shelves
Format: Visual hierarchy and information architecture

Front of Package:

```
HERO ELEMENT: Bold product name + "Sustained Energy"
VISUAL: Energetic imagery (athlete, professional, student)
COLOR: High-contrast, attention-grabbing
CLAIM: "No Crash. No Jitters."
```

Back of Package:

```
INGREDIENTS LIST (Asset breakdown):
- Natural caffeine (120mg)
- L-theanine (smooth energy)
- B-vitamins (metabolism support)
- Zero sugar

BENEFITS (Quick bullets):
- 6+ hours sustained energy
- Mental clarity
- No afternoon crash
- Only 10 calories

INSTRUCTIONS:
- Drink chilled
- Best 30 min before you need focus

QR CODE: Link to website/testimonials
```

Why This Works:

- Quick decision-making (shelf appeal)
- Scannable information (hierarchy)
- Builds trust (transparency on ingredients)
- Drives deeper engagement (QR code)

BUSINESS APPLICATION 3: INTERNAL PRESENTATIONS

THE PROBLEM

Most internal presentations (status updates, strategic plans, proposals) are **boring decks with bullet points**. People zone out. Decisions don't get made. Nothing changes.

THE SOLUTION

Use storytelling formats to make internal comms **compelling and actionable**.

EXAMPLE: PROPOSING A NEW INITIATIVE

Scenario: You want budget to implement a new customer feedback system.

FORMAT 1: EXECUTIVE SUMMARY (Pulp Story - 1 Page)

Audience: C-Suite (busy, need quick decision)

```
CURRENT SITUATION:
We're losing customers but don't know why. Churn rate increased 15% last quarter.

THE PROBLEM:
No systematic way to collect and analyze customer feedback. We're flying blind.

THE SOLUTION:
Implement [Feedback Platform] to capture real-time insights from every customer interaction.

THE STAKES:
- If we act now: Reduce churn by 20%, increase NPS by 15 points
- If we don't: Lose $3M in annual revenue, competitors will outpace us

THE ASK:
$50K budget, 2-month implementation. Pilot with top 100 accounts.

NEXT STEPS:
Approve by Friday → Kickoff Monday → Results in 60 days.
```

Why This Works:

- Reads in 2 minutes
- Clear problem and solution
- Quantified impact
- Specific ask and timeline
- Creates urgency

FORMAT 2: DETAILED PROPOSAL (Screenplay - Scene-by-Scene)

Audience: Directors, VPs (need to understand implementation)

```
ACT 1 - CURRENT STATE (The Problem):
SCENE 1: Customer leaves negative review, we discover it weeks later
SCENE 2: Sales team unaware customer is unhappy until they cancel
SCENE 3: Support tickets closed without follow-up on satisfaction

ACT 2 - THE SOLUTION (The Implementation):
SCENE 1: Deploy feedback widgets on key pages
SCENE 2: Automated post-interaction surveys (support, sales, onboarding)
SCENE 3: Dashboard for real-time monitoring by team leads
SCENE 4: Weekly reports to leadership

ACT 3 - THE RESULTS (The Future):
SCENE 1: Account manager gets alert about at-risk customer → saves account
SCENE 2: Product team discovers feature gap → fixes before mass churn
SCENE 3: NPS increases, testimonials flow in, renewals improve
```

Why This Works:

- Shows cause and effect
- Makes abstract concept concrete
- People can visualize the process
- Anticipates questions and objections

FORMAT 3: TEAM PRESENTATION (Manga - Visual Storytelling)

Audience: Team members who will do the work

```
SLIDE 1: THE PROBLEM (Visual: Sad customer + question marks)
"Our customers are telling us something... but we're not listening"

SLIDE 2: CURRENT STATE (Visual: Flowchart of broken feedback loops)
Customer issue → Lost in tickets → No follow-up → Customer leaves

SLIDE 3: NEW SYSTEM (Visual: Clean, simple dashboard)
Customer feedback → Instant alert → Team responds → Problem solved

SLIDE 4: YOUR ROLE (Visual: Team members with clear responsibilities)
- Sales: Set up feedback checkpoints
- Support: Monitor satisfaction scores
- Product: Review insights weekly

SLIDE 5: TIMELINE (Visual: Calendar with milestones)
Week 1: Training
Week 2-3: Setup
Week 4: Launch
Week 5+: Optimize

SLIDE 6: WIN STATE (Visual: Happy customers + improved metrics)
More renewals. Better reviews. Happier customers. Easier jobs.
```

Why This Works:

- Highly visual (minimal text)
- Shows personal benefit to each team member
- Clear timeline reduces anxiety
- Ends with positive outcome

FORMAT 4: BUSINESS CASE (Asset List - Data Breakdown)

Audience: Finance, Operations (need ROI justification)

```
COST BREAKDOWN:
- Software: $30K/year
- Implementation: $15K one-time
- Training: $5K one-time
- Total Year 1: $50K

RESOURCE REQUIREMENTS:
- IT: 20 hours setup
- Training: 5 hours per team
- Ongoing: 2 hours/week monitoring

REVENUE IMPACT:
- Current churn: 15% = $3M lost annually
- Projected churn reduction: 20%
- Revenue saved: $600K/year
- ROI: 1,100% in Year 1

RISK MITIGATION:
- 60-day pilot before full rollout
- Vendor has 99.9% uptime SLA
- Cancel anytime (no long-term contract)

SUCCESS METRICS:
- NPS increase: +15 points
- Response time: <24 hours
- Feature adoption: 80% in 90 days
```

Why This Works:

- Speaks finance language (numbers, ROI)
- Anticipates objections (risk mitigation)
- Clear success criteria
- Easy to approve or reject based on data

BUSINESS APPLICATION 4: TRAINING & ONBOARDING

THE PROBLEM

Most training is **boring, forgettable, and ineffective**:

- Death by PowerPoint

- Information dump with no context
- No emotional connection
- People forget it immediately

THE SOLUTION

Turn training into stories with multiple formats for different learning styles.

EXAMPLE: TEACHING CUSTOMER SERVICE SKILLS

Instead of: "Here are our 10 customer service principles" ❌

Do this: **Create a story-based training system** ✅

FORMAT 1: THE SCENARIO (Short Story)

Title: "The Angry Customer"

```
Sarah picked up the phone. The caller ID said "VIP Customer."

"Your product doesn't work!" the voice shouted before she could speak.

Sarah's first instinct was to defend the product. But she remembered her training: Listen first.

"I hear you're frustrated. Tell me what happened."

The customer explained: ordered for a deadline, product arrived late, now their event is ruined.

Sarah had two choices:
1. Cite policy: "We clearly state 3-5 business days..."
2. Own the problem: "That shouldn't have happened. Let me fix this."

She chose option 2.

"I'm escalating this to our shipping team and expediting a replacement. You'll have it tomorrow, and I'm refunding your shipping. I'm also giving you 20% off your next order."

The customer's tone softened. "Thank you. I appreciate you taking this seriously."

Three weeks later, that customer left a 5-star review and placed a $10K order.

THE LESSON: Own the problem. Don't hide behind policy.
```

Why This Works:

- Memorable narrative (sticks in brain)
- Shows correct behavior in context
- Demonstrates consequences of choices
- Emotional connection to material

FORMAT 2: THE ROLE-PLAY SCRIPT (Screenplay)

Scenario: Handling a product defect complaint

```
TRAINEE: "Thank you for calling [Company]. How can I help?"

TRAINER (as customer): "I received a broken item. This is unacceptable!"

❌ WRONG RESPONSE:
TRAINEE: "Did you check the packaging for damage?"
[Defensive, implies customer error]

✅ RIGHT RESPONSE:
TRAINEE: "I'm so sorry that happened. Let me make this right immediately."
[Ownership, urgency]

TRAINER: "Well, I need this for tomorrow!"

❌ WRONG RESPONSE:
TRAINEE: "Our standard replacement time is 5-7 days..."
[Policy-first, inflexible]

✅ RIGHT RESPONSE:
TRAINEE: "I understand the urgency. Let me check expedited options right now."
[Solution-focused, customer-first]
```

Why This Works:

- Practice before real situations
- Shows right and wrong clearly
- Builds muscle memory
- Reduces anxiety about real calls

FORMAT 3: THE VISUAL GUIDE (Manga Format)

Title: "The Customer Service Journey"

```
PANEL 1: Problem Arrives
[Visual: Phone ringing, angry emoji]
Caption: "Customer has an issue"

PANEL 2: Listen First
[Visual: Rep with open ears, closed mouth]
Caption: "Don't interrupt. Let them vent."

PANEL 3: Acknowledge
[Visual: Rep nodding, customer calming]
Caption: "I understand why you're upset."

PANEL 4: Own It
[Visual: Rep standing, confident]
Caption: "This is my problem now. I'll fix it."

PANEL 5: Solve
[Visual: Rep typing, taking action]
Caption: "Here's what I'm doing right now..."

PANEL 6: Follow Up
[Visual: Happy customer, 5-star review]
Caption: "Check in after resolution. Turn crisis into loyalty."
```

Why This Works:

- Quick reference (post on desk)
- Visual learners retain better
- Easy to remember 6-step process
- Non-intimidating format

FORMAT 4: THE CHECKLIST (Asset List)

Title: "Customer Service Call Toolkit"

BEFORE THE CALL:
☐ Review customer history
☐ Check for previous issues
☐ Have refund/discount authority ready

DURING THE CALL - FIRST 30 SECONDS:
☐ Greet warmly
☐ Get customer name
☐ Listen without interrupting

DURING THE CALL - PROBLEM PHASE:
☐ Restate issue to confirm understanding
☐ Acknowledge frustration
☐ Take ownership

DURING THE CALL - SOLUTION PHASE:
☐ Offer specific fix with timeline
☐ Provide compensation if warranted
☐ Confirm customer satisfaction

AFTER THE CALL:
☐ Document in CRM
☐ Escalate if needed
☐ Follow up in 48 hours

EMPOWERED ACTIONS (NO APPROVAL NEEDED):
- Refund up to $200
- Expedite shipping (free)
- Discount up to 25% off next order
- Extend return window

WHEN TO ESCALATE:
- Refund over $200
- Legal threat
- Safety concern
- Media/social media involvement

Why This Works:

- Clear, actionable steps
- Reduces decision paralysis
- Empowers employees

- Easy to follow under pressure

BUSINESS APPLICATION 5: CRISIS COMMUNICATION

THE PROBLEM

When crises hit (product recall, bad press, security breach), companies often:

- Issue generic, lawyer-approved statements ❌
- Provide different info to different audiences ❌
- Confuse employees, customers, and press ❌

THE SOLUTION

Same core message, different formats for each stakeholder group.

EXAMPLE: SECURITY BREACH AT SOFTWARE COMPANY

Core Message: "We had a security breach. Here's what happened, what we're doing, and how you're protected."

FORMAT 1: CUSTOMER EMAIL (Pulp Story - Clear & Reassuring)

```
Subject: Important Security Update - Action Required

Dear [Customer],

I'm writing to inform you of a security incident that affected our platform on [date].

WHAT HAPPENED:
On [date], we detected unauthorized access to a portion of our database. Our security team immediately contained the breach and launched an investigation.

WHAT WAS AFFECTED:
- Email addresses and encrypted passwords for approximately 10,000 users
- Payment information was NOT affected (we don't store card numbers)
- No personal documents or files were accessed

WHAT WE'VE DONE:
- Locked down the vulnerability within 2 hours
- Reset passwords for all affected accounts
- Implemented additional security measures
- Hired third-party security firm for full audit
- Notified law enforcement

WHAT YOU NEED TO DO:
1. Check your email for password reset link (sent today)
2. Create a new, unique password
3. Enable two-factor authentication (strongly recommended)
4. Monitor your accounts for unusual activity

WE'RE HERE TO HELP:
- Dedicated support line: [number] (24/7 for next 30 days)
- Free credit monitoring for 1 year (link below)
- Email updates as we learn more

We take your security seriously, and we're sorry this happened. We're committed to earning back your trust.

[CEO Name]
CEO, [Company]

P.S. - Learn more about what happened and our security practices: [link to detailed blog post]
```

Why This Works:

- Honest and transparent

- Explains impact clearly
- Provides immediate actions
- Shows empathy
- Offers ongoing support

FORMAT 2: PRESS RELEASE (Screenplay - Structured Facts)

FOR IMMEDIATE RELEASE

[Company] Announces Security Incident and Response Plan

[City, State] - [Date] - [Company], a leading [industry] platform, today announced a security incident that occurred on [date] and the comprehensive steps taken to protect users.

ACT 1 - THE INCIDENT:
On [date] at [time], [Company]'s security team detected unauthorized access to a portion of its user database. The team immediately initiated security protocols and contained the breach within two hours of detection.

ACT 2 - THE IMPACT:
The incident affected approximately 10,000 users (less than 5% of the user base). Compromised data included:
- Email addresses
- Encrypted passwords

Not affected:
- Payment information
- Personal documents
- User files

ACT 3 - THE RESPONSE:
[Company] has taken the following actions:
- Secured the vulnerability
- Reset passwords for all affected accounts
- Engaged [Third-Party Security Firm] for independent audit
- Notified affected users
- Reported to law enforcement
- Implemented enhanced security measures

"User security is our highest priority," said [CEO Name], CEO of [Company]. "We moved quickly to contain this incident and are taking every step to prevent future occurrences."

ONGOING ACTIONS:
- Offering free credit monitoring to affected users
- Conducting comprehensive security audit
- Publishing transparency report within 30 days
- Implementing additional security layers

For more information:
Press Contact: [Name], [Email], [Phone]
User Support: [Dedicated hotline]

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Why This Works:

- Professional, factual tone
- Organized information (easy for journalists)
- Includes quotes (ready to use)
- Contact info provided
- Shows accountability and action

FORMAT 3: INTERNAL MEMO (Manga - Visual Timeline)

TO: All Employees
FROM: [CEO] and Security Team
RE: Security Incident - What You Need to Know

TIMELINE (Visual with icons):

[Thursday 2:15 PM]
🚨 Breach detected by automated monitoring

[Thursday 2:30 PM]
🔒 Security team locks down system

[Thursday 3:00 PM]
✅ Vulnerability patched

[Thursday 4:00 PM]
📧 Affected users notified

[Thursday 5:00 PM]
👮 Law enforcement notified

[Friday Morning]
📰 Press release issued

WHAT THIS MEANS FOR YOU:

CUSTOMER-FACING TEAMS (Support, Sales, Success):
- Expect high volume of inquiries
- Use approved talking points (attached)
- Escalate media inquiries to PR immediately
- Be empathetic but don't speculate

ENGINEERING TEAM:
- Security audit starts Monday
- All hands meeting at 9 AM
- New security protocols in effect

ALL EMPLOYEES:
- Do NOT discuss details on social media
- Direct press inquiries to [PR contact]
- Reset your own password today
- Attend town hall Friday at 2 PM for Q&A

WE'RE IN THIS TOGETHER:
This is a tough moment, but our response has been swift and comprehensive. Customers are seeing that we take security seriously. Stay focused, support each other, and direct questions to [internal Slack channel].

Questions? Ask in #security-incident (monitored 24/7)

Why This Works:

- Visual timeline (easy to understand sequence)
- Clear expectations for each team
- Prevents rumor and speculation
- Shows leadership presence
- Provides specific channels for questions

FORMAT 4: INVESTOR UPDATE (Asset List - Data-Driven)

TO: Board of Directors and Major Investors
FROM: [CEO] and CFO
RE: Security Incident Analysis and Business Impact

INCIDENT OVERVIEW:
- Date: [Date], 2:15 PM
- Detection Time: 15 minutes (automated)
- Containment Time: 2 hours
- Affected Users: 10,000 (4.8% of user base)

IMMEDIATE COSTS:
- Third-party security audit: $150K
- Customer credit monitoring (1 year): $50K
- Emergency PR/legal: $75K
- Engineering overtime: $25K
- TOTAL: $300K

PROJECTED BUSINESS IMPACT:
- Customer churn (estimated): 2-5% of affected users = 200-500 accounts
- Revenue impact: $100K-$250K annually
- New customer acquisition: Minimal impact expected (strong response praised)
- Partnership discussions: 2 postponed, 1 proceeding as planned

RESPONSE EFFECTIVENESS:
✅ Contained quickly (industry avg: 12+ hours)
✅ Transparent communication (press coverage mostly positive)
✅ Payment data unaffected (critical for trust)
✅ Proactive credit monitoring offered

⚠️ Areas for improvement:
- Detection could have been faster (working on enhanced monitoring)
- Password encryption standard being upgraded

LONG-TERM STRATEGY:
- Security audit completion: 30 days
- Implementation of recommendations: 60 days
- Third-party certification (SOC 2 Type II): 90 days
- Total investment in security upgrades: $500K over 6 months

COMPETITIVE POSITIONING:
- Our response time was better than [Competitor A] (24 hours) and [Competitor B] (5 days)
- Transparency will differentiate us in market
- Opportunity to position as security-focused leader

```
BOARD ACTION REQUIRED:
- Approve $500K security investment (recommend approval)
- Review updated incident response protocols
- Discuss cyber insurance policy increase

Next update: Weekly until fully resolved, then monthly for 6 months.
```

Why This Works:

- Data-focused (what investors care about)
- Quantifies impact (costs and revenue)
- Shows strategic thinking
- Compares to competitors
- Requests specific actions
- Demonstrates control and planning

THE UNIVERSAL FRAMEWORK

STEP 1: IDENTIFY YOUR CORE MESSAGE

Question: What's the one thing that MUST be understood?

Example:

- Product pitch: "Our software saves time and money"
- Crisis: "We had a problem, here's what we did"
- Training: "Here's how to do this correctly"
- Marketing: "This product solves your problem"

STEP 2: IDENTIFY YOUR AUDIENCES

Question: Who needs to hear this message?

For Each Audience, Ask:

- What do they care about? (Pain points, goals, metrics)
- What's their knowledge level? (Expert, intermediate, beginner)
- What's their attention span? (30 seconds, 5 minutes, 30 minutes)

- What format do they prefer? (Visual, text, data, story)
- What action do they need to take? (Buy, approve, implement, share)

STEP 3: MAP FORMATS TO AUDIENCES

Audience Type	Best Format	Why
Executives	Pulp Story (concise narrative)	Busy, need quick decisions, care about outcomes
Technical Teams	Screenplay (scene-by-scene)	Need details, want to understand process
End Users	Manga (visual, simple)	Want ease of use, emotional benefits
Analysts/Finance	Asset List (data breakdown)	Need numbers, ROI, risk assessment
General Public	Mix of formats	Diverse audience requires multiple entry points

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STEP 4: CREATE THE FORMATS

For Each Format:

1. **Extract the Core** (same message, different wrapping)
2. **Emphasize What Matters** (to that specific audience)
3. **Use Appropriate Language** (technical vs. plain, formal vs. casual)
4. **Choose Right Medium** (slide deck, video, document, visual)
5. **Include Right Details** (depth varies by audience)

STEP 5: TEST AND REFINE

Questions to Ask:

- Did they understand the core message?
- Did they take the desired action?
- What questions did they still have?
- What format resonated most?

Iterate:

- Refine based on feedback
- A/B test different formats
- Track conversion rates

- Optimize over time

PRACTICAL EXERCISES

EXERCISE 1: YOUR PRODUCT IN 4 FORMATS

Take your main product/service and create:

1. **Executive Pitch** (pulp story - 1 page)
   - Problem → Solution → Stakes → Ask
2. **Technical Overview** (screenplay - scene-by-scene)
   - How it works, step by step
3. **Customer Testimonial** (manga - visual journey)
   - Before → Try Product → After (with visuals)
4. **Investment Deck** (asset list - data)
   - Market, traction, team, ask

EXERCISE 2: INTERNAL INITIATIVE

Take a project you want approved:

1. **Executive Summary** (1 page story)
2. **Detailed Proposal** (structured scenes)
3. **Team Presentation** (visual, simple)
4. **Business Case** (spreadsheet-ready data)

EXERCISE 3: MARKETING CAMPAIGN

Take your next campaign and plan:

1. **Social Media** (manga format - visual, punchy)
2. **Blog/Article** (short story format - narrative)
3. **Video Ad** (screenplay - visual script)
4. **Product Page** (asset list - organized info)

TOOLS & TEMPLATES

FORMAT CONVERSION CHECKLIST

☐ Core Message Identified
☐ Audiences Listed (with needs)
☐ Formats Mapped to Audiences
☐ Content Created for Each Format
☐ Tested with Sample Audience
☐ Refined Based on Feedback
☐ Distributed via Appropriate Channels
☐ Results Measured
☐ Iterated for Improvement

THE 4-FORMAT TEMPLATE

For any message, create these 4 versions:

1. **The Story** (Emotional, narrative - for humans)
   - Beginning, middle, end
   - Character with problem
   - Journey to solution
   - Transformation/result
2. **The Script** (Structured, visual - for doers)
   - Step-by-step process
   - Scene-by-scene breakdown
   - Show, don't tell
   - Clear sequence
3. **The Visual** (Simple, imagery - for scanners)
   - Minimal text
   - Strong visuals
   - Emotional beats
   - Aspirational outcome
4. **The Data** (Numbers, evidence - for analysts)
   - Quantified impact

- Costs and benefits
- Risk assessment
- Success metrics

CONCLUSION: THE META-SKILL

What We've Actually Taught You:

This isn't just about converting stories—it's about **strategic communication**.

The Core Skill:

> Take ONE idea and express it in MULTIPLE formats optimized for DIFFERENT audiences without losing the ESSENTIAL MESSAGE.

This applies to:

- ✅ Sales (different buyers need different pitches)
- ✅ Marketing (different channels need different content)
- ✅ Presentations (different stakeholders need different formats)
- ✅ Training (different learners need different approaches)
- ✅ Crisis Management (different audiences need different messages)
- ✅ Product Development (different teams need different documentation)
- ✅ Leadership (different employees need different communication styles)

The Ultimate Business Superpower:

> The ability to take complex information and make it accessible, compelling, and actionable for any audience.

This is what we demonstrated with "The Doll Terror."

Same story.
Different formats.
All effective.
All serve the core message.

Now apply it to your business.

FINAL ASSIGNMENT

Take something you're working on right now and convert it:

1. Identify your core message (1 sentence)
2. List your 3-4 key audiences
3. Create 3-4 format versions
4. Test with real people
5. Measure results
6. Iterate and improve

You now have the framework. Use it.