

Archetype Story Map Planner

Module 3.1 - Calibrate Your Story Map to Any Archetype

Step 1: Identify Your Listener

Field	Your Answer
Listener (first name):	
Dominant Archetype:	
Secondary Archetype:	
What drives their identity:	
What drives their decisions:	

Step 2: Calibrate Your Story Map

Story Map Element	Your Choice (calibrated to archetype)
Scene	
Value (theirs, not yours)	
Tension	
Moment (the turn)	
Realization	
Ask (incremental, fits their values)	

Step 3: Test It

Does this sound like something **they** would respond to - or something someone who already agrees would say?

Test Question	Check
Does the scene feel familiar to them?	Y / N
Is the value stated in their language?	Y / N
Would the ask feel like their idea?	Y / N
Would they share this with a friend?	Y / N