

NARRATIVE PILLAR

THE CHALLENGE

Most founders create good content that gets engagement but fails to reshape how markets think, remaining noise rather than becoming framework.

THE BREAKTHROUGH

Narrative strategies transform messaging into dominant frameworks that become the lens through which entire markets understand categories.

STRATEGIES IN THIS SECTION

- ☐ N1: Build Alternative Frameworks - Create new mental models
- ☐ N2: Resolve Market Tensions - Address fundamental contradictions
- ☐ N3: Design for Psychological Persistence - Ensure lasting mental impact
- ☐ N4: Engineer for Optimal Transmission - Optimize social spreading
- ☐ N5: Make Your Story Identity-Forming - Become part of self-definition
- ☐ N6: Establish Beliefs in Sequence - Create systematic belief progression
- ☐ N7: Build Resistance to Counter-Narratives - Create narrative immunity
- ☐ N8: Create Memorable Frameworks - Design sticky mental models
- ☐ N9: Balance Control and Evolution - Maintain integrity while adapting
- ☐ N10: Offer Superior Explanatory Power - Explain reality better
- ☐ N11: Break Industry Narrative Structure - Disrupt communication patterns
- ☐ N12: Focus on Enemy Not Product - Unite against common opponents

N

RECOMMENDED START HERE

- ➔ Begin with N1 if markets think about your category in limiting ways
- ➔ Begin with N4 if your message isn't spreading naturally person-to-person
- ➔ Begin with N10 if you need to demonstrate thought leadership

INTEGRATION WITH OTHER PILLARS

- Works especially well with: Authority & Resonance
- Natural progression to: Delivery (manifesting narrative in experience)

N1: BUILD ALTERNATIVE FRAMEWORKS

Are you telling better stories within old frameworks instead of creating entirely new ones?

NARRATIVE STRATEGY

1: FRAMEWORK ANALYSIS

MAPPING THE CONCEPTUAL LANDSCAPE

1. Current Framework Identification

Document the dominant thinking patterns:

- Key concepts/terminology: _____
- Standard metrics/evaluations: _____
- Typical categorizations: _____
- Core assumptions: _____

2. Framework Limitation Analysis

Identify fundamental flaws in current thinking:

- What important aspects does it ignore?
- What false assumptions does it make?
- What contradictions exist within it?
- What emerging realities does it fail to address?

3. Your Truth Incompatibilities

Document where your approach doesn't fit:

- How current frameworks misrepresent your value
- Why standard metrics don't capture your advantage
- How typical categorizations limit perception of your offering
- Where your truth directly contradicts industry assumptions

PROFOUND THOUGHTS:

N1

N1: BUILD ALTERNATIVE FRAMEWORKS

Are you telling better stories within old frameworks instead of creating entirely new ones?

NARRATIVE STRATEGY

2: ALTERNATIVE FRAMEWORK DEVELOPMENT

CREATING A NEW CONCEPTUAL MODEL

1. Framework Core Construction

Design the foundational elements:

- New core concepts that better explain reality
- Alternative terminology that shapes understanding
- Different categorization approach
- Metrics that better capture true value

2. Framework Advantage Mapping

Identify how your framework benefits understanding:

- What previously confusing elements does it clarify?
- What contradictions does it resolve?
- What emerging trends does it better explain?
- Why is it superior for understanding the category?

3. Strategic Center Positioning

Design your framework to naturally favor your approach:

- How your offering becomes the reference standard
- Why your approach is the logical center
- How competitors become suboptimal or outdated
- What makes your solution the inevitable choice

INTEGRATION NOTES:

- Combine with A1 (Create New Realities) to create a new market reality built on your framework
- Use with N10 (Offer Superior Explanatory Power) to ensure your framework better explains reality
- Connect with B8 (Challenge Fundamental Assumptions) to identify which assumptions to replace

N1

N2: RESOLVE MARKET TENSIONS

Are you avoiding market contradictions instead of strategically resolving them?

NARRATIVE STRATEGY

1: TENSION IDENTIFICATION

MAPPING MARKET CONTRADICTIONS

1. Trade-Off Inventory

List significant tensions in your market:

- _____
- _____
- _____
- _____
- _____

2. Tension Impact Analysis

For each tension, evaluate:

- How much frustration does it cause?
- How accepted is it as "inevitable"?
- What costs does it create for customers?
- How much would resolution be valued?

3. Resolution Opportunity Assessment

Identify which tensions:

- Connect most directly to your strengths
- Your approach might uniquely resolve
- Create the most significant pain
- Offer the greatest differentiation potential

PROFOUND THOUGHTS:

N2: RESOLVE MARKET TENSIONS

Are you avoiding market contradictions instead of strategically resolving them?

NARRATIVE STRATEGY

2: TENSION RESOLUTION STRATEGY

CREATING RECONCILIATION NARRATIVES

1. Resolution Mechanism Development

For your primary tension:

- What specific aspects of your approach resolve it?
- How do you eliminate the traditional trade-off?
- What makes your resolution possible when others can't?
- What evidence proves you've resolved it?

2. Resolution Story Construction

Create a narrative framework:

- How to name and frame the tension
- How to explain its impact and costs
- How to introduce your resolution approach
- How to demonstrate the contradiction is unnecessary

3. Resolution Proof System

Design approaches to validate your claims:

- Specific evidence that demonstrates resolution
- Customer stories showing tension elimination
- Comparative demonstrations highlighting the difference
- Metrics that quantify the resolved benefits

INTEGRATION NOTES:

- Combine with N10 (Offer Superior Explanatory Power) to explain why your resolution works
- Use with B8 (Challenge Fundamental Assumptions) to identify assumptions that create tensions
- Connect with B6 (Create Your Own Category) to establish a category centered on resolution

N2

N3: DESIGN FOR PSYCHOLOGICAL PERSISTENCE

Is your message quickly forgotten instead of designed to stick in memory?

NARRATIVE STRATEGY

1: PERSISTENCE ANALYSIS

ASSESSING YOUR MEMORY IMPACT

1. Message Retention Audit

Evaluate your key messaging for persistence factors:

- How long do people typically remember it?
- What elements tend to be recalled vs. forgotten?
- How accurately is it remembered and repeated?
- What parts create the strongest lasting impression?

2. Current Persistence Mechanisms

Identify existing memory enhancers:

- Emotional elements that impact recall
- Distinctive or unexpected components
- Sensory details or concrete examples
- Story structures or narrative elements

3. Persistence Gap Assessment

Document where your messaging lacks persistence:

- Key points that fade quickly from memory
- Messages frequently misremembered
- Information rarely referenced later
- Elements that fail to create lasting impact

PROFOUND THOUGHTS:

N3: DESIGN FOR PSYCHOLOGICAL PERSISTENCE

Is your message quickly forgotten instead of designed to stick in memory?

NARRATIVE STRATEGY

2: PERSISTENCE ENHANCEMENT STRATEGY

ENGINEERING MEMORABLE MESSAGES

1. Memory Anchor Development

For your most important message:

- Emotional anchors (what feelings enhance recall?)
- Pattern disruption (what unexpected elements create memory?)
- Sensory components (what details make it tangible?)
- Story structure (what narrative enhances retention?)

2. Memory Pathway Creation

Design specific memory-enhancing approaches:

- Repetition patterns that strengthen recall
- Association links with existing memory frameworks
- Chunking strategies to improve information retention
- Progressive revelation to build memory over time

3. Identity Integration Strategy

Create approaches to connect with personal identity:

- How your message relates to self-concept
- Ways it connects to existing beliefs and values
- How it becomes part of someone's personal story
- Links to aspirational identity elements

INTEGRATION NOTES:

- Combine with D4 (Design for Lasting Impressions) to create memorable customer experiences
- Use with N5 (Make Your Story Identity-Forming) to deepen persistence through identity connection
- Connect with R2 (Focus on Identity Transformation) to align with customer aspirational identity

N3

N4: ENGINEER FOR OPTIMAL TRANSMISSION

Does your message stay stuck instead of spreading naturally through social networks?

NARRATIVE STRATEGY

1: TRANSMISSION ANALYSIS

ASSESSING YOUR SPREAD POTENTIAL

1. Current Transmission Audit

Evaluate your messaging for spread factors:

- How often is it naturally shared without prompting?
- How accurately is it repeated when shared?
- What elements tend to be included when shared?
- What triggers or doesn't trigger sharing behavior?

2. Transmission Barrier Identification

Document what prevents natural spread:

- Complexity barriers (too complicated to repeat)
- Relevance barriers (limited audience interest)
- Format barriers (difficult to share in current form)
- Motivation barriers (insufficient reason to share)

3. Successful Transmission Examples

Identify content that has spread effectively:

- What elements made it shareable?
- What triggers prompted sharing?
- How was it structured for easy transmission?
- What value did sharing provide to the sharer?

PROFOUND THOUGHTS:

N4: ENGINEER FOR OPTIMAL TRANSMISSION

Does your message stay stuck instead of spreading naturally through social networks?

NARRATIVE STRATEGY

2: TRANSMISSION ENHANCEMENT STRATEGY

ENGINEERING SHAREABLE MESSAGES

1. Transmission Unit Design

For your key message, create transmission-optimized versions:

- Simplified core message (under 30 words)
- Story version with clear narrative arc
- Visual representation or metaphor
- Sound bite or quotable phrase

2. Sharing Trigger Integration

Add specific elements that prompt sharing:

- Social currency components (makes sharer look good)
- Emotional triggers (high-arousal emotions)
- Practical value elements (useful to others)
- Conversation starter aspects (promotes discussion)

3. Channel Optimization Strategy

Adapt your message for different transmission contexts:

- Social media-optimized versions
- Conversation-ready formats
- Email/messaging-appropriate variations
- Presentation-friendly components

INTEGRATION NOTES:

- Combine with R9 (Create Natural Pull) to make your content naturally attractive
- Use with N8 (Optimize for Cognitive Ease) to make your message easier to understand and share
- Connect with E1 (Design Contribution Pathways) to enable active sharing by community members

N4

N5: MAKE YOUR STORY IDENTITY-FORMING

Does your story change what people think but not who they are?

NARRATIVE STRATEGY

1: IDENTITY CONNECTION ANALYSIS

MAPPING IDENTITY POTENTIAL

1. Current Identity Impact Assessment

Evaluate your narrative's identity connection:

- Do customers use it to describe themselves?
- Does it become part of their self-concept?
- Do they use your terminology in self-description?
- Do they identify as part of your community?

2. Aspirational Identity Exploration

Identify relevant identity dimensions:

- Who do your customers want to become?
- What values do they want to embody?
- What groups do they want to belong to?
- What personal narratives are they creating?

3. Identity Integration Opportunity

Document potential connections:

- Where does your story align with aspirational identity?
- What aspects could become identity markers?
- What narrative elements connect to personal values?
- What community identities could you enable?

PROFOUND THOUGHTS:

N5: MAKE YOUR STORY IDENTITY-FORMING

Does your story change what people think but not who they are?

NARRATIVE STRATEGY

2: IDENTITY NARRATIVE DEVELOPMENT

CREATING SELF-DEFINING STORIES

1. Identity Element Creation

Design specific identity-forming components:

- Identity labels customers can adopt
- Terminology that signals group membership
- Value statements that define the community
- Narrative frameworks for personal storytelling

2. Identity Expression Framework

Create opportunities for identity embodiment:

- Visual signals and identity markers
- Language patterns and terminology
- Behavioral practices and rituals
- Community participation structures

3. Identity Journey Mapping

Design the progression from interest to identity:

- Initial exposure and curiosity phase
- Exploration and trial identification stage
- Commitment and identity adoption phase
- Advocacy and identity reinforcement level

INTEGRATION NOTES:

- Combine with R2 (Focus on Identity Transformation) to connect with aspirational identity
- Use with E2 (Create Collective Identity) to build community around shared identity
- Connect with M10 (Deepen Identity Alignment) to strengthen identity connection over time

N5

N6: ESTABLISH BELIEFS IN SEQUENCE

Are you trying to change all beliefs at once instead of following the natural progression?

NARRATIVE STRATEGY

1: BELIEF SEQUENCE ANALYSIS

MAPPING YOUR BELIEF HIERARCHY

1. Belief Inventory

List all beliefs required for complete adoption:

- _____
- _____
- _____
- _____
- _____

2. Belief Dependency Analysis

For each belief, determine:

- Which other beliefs must come before it?
- Which beliefs naturally follow from it?
- How fundamental is it to your overall vision?
- How easily is it accepted without prerequisites?

3. Sequence Opportunity Assessment

Map the natural progression:

- What is the most foundational belief?
- What is the logical next step after acceptance?
- Where do you currently violate natural sequence?
- What beliefs are you trying to establish prematurely?

PROFOUND THOUGHTS:

N6: ESTABLISH BELIEFS IN SEQUENCE

Are you trying to change all beliefs at once instead of following the natural progression?

NARRATIVE STRATEGY

2: BELIEF SEQUENCE STRATEGY

CREATING PROGRESSIVE BELIEF SYSTEMS

1. Optimal Sequence Development

Design the ideal belief progression:

First: _____

Second: _____

Third: _____

Fourth: _____

Fifth: _____

2. Belief Bridge Creation

For each sequential step, create the connection:

- How does the previous belief make the next logical?
- What questions does each belief naturally raise?
- What evidence supports the progression?
- How do you smoothly transition between them?

3. Resistance Management Strategy

Identify and address potential sticking points:

- Where might progression naturally stall?
- What objections might arise at each stage?
- How can you overcome these barriers?
- What supporting evidence helps at each step?

INTEGRATION NOTES:

- Combine with D10 (Reveal Truth in Sequence) to create optimal customer journey sequencing
- Use with R4 (Change Behaviors First) to align belief and behavior change
- Connect with A9 (Create Path of Least Resistance) to make belief progression feel natural

N6

N7: BUILD NARRATIVE IMMUNITY

Is your story vulnerable to predictable counter-arguments instead of preemptively fortified?

NARRATIVE STRATEGY

1: VULNERABILITY ASSESSMENT

IDENTIFYING NARRATIVE WEAKNESSES

1. Counter-Narrative Inventory

List common objections to your message:

- _____
- _____
- _____
- _____
- _____

2. Vulnerability Impact Analysis

For each counterargument, evaluate:

- How frequently is it raised?
- How damaging is it to your credibility?
- How effectively does it undermine adoption?
- How difficult is it currently to address?

3. Source Identification

Determine origins of key counterarguments:

- Who typically raises these concerns?
- What competing interests drive them?
- What evidence do they typically cite?
- What emotional appeals do they make?

PROFOUND THOUGHTS:

N7

N7: BUILD NARRATIVE IMMUNITY

Is your story vulnerable to predictable counter-arguments instead of preemptively fortified?

NARRATIVE STRATEGY

2: IMMUNITY DEVELOPMENT STRATEGY

CREATING PREEMPTIVE DEFENCES

1. Preemptive Acknowledgment Framework

For your most damaging counterarguments:

- How to acknowledge the concern authentically
- What legitimate elements to validate
- How to frame the acknowledgment positively
- When to address it in your narrative

2. Neutralization Strategy Development

Create specific approaches to disarm concerns:

- Evidence that counters the objection
- Reframing techniques that change perspective
- Alternative explanations that satisfy the concern
- Demonstrations that prove the concern unfounded

3. Integration Approach Design

Develop ways to build immunity naturally:

- How to embed defenses without appearing defensive
- Where to place immunity elements for maximum effect
- How to maintain narrative flow while addressing concerns
- Ways to turn potential weaknesses into strengths

INTEGRATION NOTES:

- Combine with A6 (Compress Claims-Actions Gap) to strengthen credibility through rapid manifestation
- Use with A4 (Rapidly Manifest Your Truth) to demonstrate truth alignment
- Connect with D3 (Eliminate Contradictions) to remove internal narrative weaknesses

N7

N8: OPTIMIZE FOR COGNITIVE EASE

Do your ideas require too much mental effort to understand and accept?

NARRATIVE STRATEGY

1: COGNITIVE FRICTION ANALYSIS

IDENTIFYING MENTAL EFFORT BARRIERS

1. Complexity Audit

Assess your primary messages for cognitive demands:

- Required background knowledge
- Conceptual complexity level
- Number of steps in logical chain
- Unfamiliar terminology used

2. Friction Point Identification

Document specific elements causing mental effort:

- Complex concepts without accessible explanations
- Abstract ideas without concrete examples
- Terminology that creates processing difficulty
- Logical structures requiring significant concentration

3. Audience Knowledge Gap Assessment

Analyze where audience understanding falls short:

- What concepts do you take for granted?
- What background knowledge is missing?
- What connections seem obvious to you but not others?
- What terminology is familiar to you but not your audience?

PROFOUND THOUGHTS:

N8: OPTIMIZE FOR COGNITIVE EASE

Do your ideas require too much mental effort to understand and accept?

NARRATIVE STRATEGY

2: COGNITIVE EASE STRATEGY

CREATING EFFORTLESS UNDERSTANDING

1. Simplification Framework Development

For each complex element:

- How can you explain it in everyday language?
- What analogy makes it immediately understandable?
- How can you reduce required background knowledge?
- What visual representation might simplify understanding?

2. Processing Fluency Enhancement

Create approaches to increase ease:

- Simple language alternatives for complex terms
- Concrete examples for abstract concepts
- Visual representations for complex relationships
- Sequential explanations for interconnected ideas

3. Mental Model Integration

Design connections to existing understanding:

- What familiar concepts can you build upon?
- How does your idea connect to common knowledge?
- What existing mental models can you leverage?
- How can you make new ideas feel like extensions of known ones?

INTEGRATION NOTES:

- Combine with A9 (Create Path of Least Resistance) to make your perspective the easiest to adopt
- Use with D11 (Eliminate Unnecessary Steps) to simplify customer experience
- Connect with B9 (Compress Your Truth) to create more easily understood expressions of your vision

N8

N9: BALANCE CONTROL AND EVOLUTION

Do you either control your story too tightly or let it drift without guidance?

NARRATIVE STRATEGY

1: NARRATIVE ELEMENTS ANALYSIS

MAPPING CONTROL VS. EVOLUTION NEEDS

1. Element Inventory

List your key narrative components:

- _____
- _____
- _____
- _____
- _____

2. Core Element Identification

For each component, evaluate:

- How central is it to your distinctive truth?
- Would your narrative lose meaning without it?
- How directly does it connect to your differentiation?
- Does it represent a non-negotiable value or claim?

3. Evolution Opportunity Assessment

Identify which elements could benefit from adaptation:

- Where could community participation enhance meaning?
- Which aspects need to remain relevant to changing conditions?
- What elements might benefit from diverse interpretations?
- Where would flexibility create broader connection?

PROFOUND THOUGHTS:

N9: BALANCE CONTROL AND EVOLUTION

Do you either control your story too tightly or let it drift without guidance?

NARRATIVE STRATEGY

2: CONTROL-EVOLUTION STRATEGY

CREATING BALANCED NARRATIVE SYSTEMS

1. Core Protection Framework

For essential elements:

- How to clearly define their boundaries
- How to ensure consistent expression
- How to maintain their integrity across channels
- How to monitor for unauthorized changes

2. Evolution Facilitation Strategy

For adaptable elements:

- How to encourage productive evolution
- What boundaries to establish for adaptation
- How to capture and integrate valuable innovations
- How to prevent harmful or diluting modifications

3. Balance Optimization

Create systems to maintain ideal balance:

- Guidelines for distinguishing core vs. adaptable
- Decision frameworks for evolution questions
- Review processes for evaluating changes
- Integration approaches for valuable adaptations

INTEGRATION NOTES:

- Combine with E4 (Transfer Ownership Strategically) to involve community in appropriate evolution
- Use with R10 (Evolve Your Messaging) to adapt to changing audience needs
- Connect with M5 (Design Systems That Improve With Use) to create positive evolution dynamics

N9

N10: OFFER SUPERIOR EXPLANATORY POWER

Does your explanation make better sense of reality than competing narratives?

NARRATIVE STRATEGY

1: EXPLANATORY POWER ANALYSIS

ASSESSING YOUR COMPARATIVE ADVANTAGE

1. Competing Narrative Identification

Document the primary alternative explanations:

- _____
- _____
- _____
- _____
- _____

2. Explanatory Gap Assessment

For each competing narrative, identify:

- What phenomena does it struggle to explain?
- What contradictions exist within it?
- What predictions does it fail to make accurately?
- What questions does it leave unanswered?

3. Superior Explanation Opportunity

Document where your explanation excels:

- What can you explain that others cannot?
- How does your framework resolve contradictions?
- What predictions can you make more accurately?
- What questions can you answer more completely?

PROFOUND THOUGHTS:

N10

N10: OFFER SUPERIOR EXPLANATORY POWER

Does your explanation make better sense of reality than competing narratives?

NARRATIVE STRATEGY

2: EXPLANATORY FRAMEWORK DEVELOPMENT

CREATING SUPERIOR MENTAL MODELS

1. Comprehensive Explanation Design

For key market phenomena:

- How does your approach explain them more effectively?
- What insights does your model provide that others miss?
- How does your framework create greater coherence?
- What predictive power does your explanation offer?

2. Comparative Advantage Framework

Create direct comparisons with competing narratives:

- Side-by-side explanatory demonstrations
- Contradiction resolution showcases
- Predictive accuracy comparisons
- Comprehensive vs. partial explanation contrasts

3. Migration Path Design

Create transition approaches from existing models:

- How to bridge from current understanding
- Which comparison points create strongest contrast
- What evidence most clearly demonstrates superiority
- How to make adoption of your model natural and easy

INTEGRATION NOTES:

- Combine with A5 (Define Category Rules) to establish your explanatory framework as the standard
- Use with N1 (Build Alternative Frameworks) to create a complete alternative mental model
- Connect with N2 (Resolve Market Tensions) to demonstrate how your explanation resolves contradictions

N10

N11: BREAK INDUSTRY NARRATIVE STRUCTURE

Does your story follow expected patterns instead of commanding attention through disruption?

NARRATIVE STRATEGY

1: PATTERN ANALYSIS

MAPPING INDUSTRY NARRATIVE CONVENTIONS

1. Industry Structure Inventory

Document standard narrative patterns:

- Format conventions: _____
- Common story arcs: _____
- Typical messaging structures: _____
- Expected visual approaches: _____
- Standard language patterns: _____

2. Pattern Impact Assessment

Evaluate the effects of these conventions:

- How do they limit differentiation?
- How do they create "industry blindness"?
- How do they reduce attention and impact?
- How do they constrain what seems possible?

3. Your Pattern Compliance

Identify where you follow expected patterns:

- How your current narrative adopts industry structure
- Where your approach mimics standard formats
- Communication elements that blend with competitors
- Areas where you've unconsciously conformed

PROFOUND THOUGHTS:

N11

N11: BREAK INDUSTRY NARRATIVE STRUCTURE

Does your story follow expected patterns instead of commanding attention through disruption?

NARRATIVE STRATEGY

2: PATTERN DISRUPTION STRATEGY

CREATING ATTENTION-COMMANDING DISRUPTION

1. Disruption Opportunity Identification

For key narrative elements, explore pattern breaks:

- How could you invert expected structure?
- What convention could you deliberately violate?
- Where could you introduce unexpected elements?
- What industry "rules" could you productively break?

2. Disruption Mechanism Development

Create specific pattern-breaking approaches:

- Format disruptions that change how content is presented
- Structure violations that alter expected sequence
- Tone shifts that contrast with industry norms
- Visual approaches that contradict conventions

3. Impact Optimization Strategy

Design disruptions for maximum effect:

- Which violations create most attention?
- How to ensure disruption enhances rather than confuses?
- Where pattern-breaking connects to your unique truth?
- How to make disruption meaningful, not merely different?

INTEGRATION NOTES:

- Combine with A11 (Develop a Distinctive Voice) to create a uniquely recognizable style
- Use with D9 (Maximize Contrast) to enhance differentiation through deliberate distinction
- Connect with B11 (Leverage Your Quirks) to incorporate your natural uniqueness into disruption

N11

N12: FOCUS ON THE ENEMY NOT THE PRODUCT

Does your narrative center on your offering instead of the shared enemy you help defeat?

NARRATIVE STRATEGY

1: ENEMY IDENTIFICATION

FINDING YOUR SHARED OPPONENT

1. Customer Challenge Inventory

List what your customers are fighting against:

- _____
- _____
- _____
- _____
- _____

2. Enemy Impact Assessment

For each potential enemy, evaluate:

- How significant is its negative impact?
- How emotionally charged is the fight against it?
- How universal is the desire to defeat it?
- How directly does your offering address it?

3. Current Narrative Assessment

Analyze your existing messaging focus:

- Balance between product focus vs. enemy focus
- Emotional intensity of current narrative
- Alliance/partnership language frequency
- Cause/mission vs. offering emphasis

PROFOUND THOUGHTS:

N12

N12: FOCUS ON THE ENEMY NOT THE PRODUCT

Does your narrative center on your offering instead of the shared enemy you help defeat?

NARRATIVE STRATEGY

2: ENEMY-CENTERED STRATEGY

CREATING CAUSE-BASED NARRATIVES

1. Primary Enemy Definition

For your most compelling shared opponent:

- How to name and characterize it specifically
- What form and features to emphasize
- How to make its threat tangible and immediate
- What emotional response to cultivate around it

2. Alliance Narrative Development

Create a story of shared struggle:

- How you and customers unite against the enemy
- What roles each party plays in the fight
- How your combined efforts create victory
- What shared values drive your alliance

3. Weapon Positioning Framework

Reframe your offering as a tool for the cause:

- How it specifically defeats the enemy
- Why it's uniquely effective against this opponent
- How it empowers customers in their fight
- What makes it the ideal weapon for this battle

INTEGRATION NOTES:

- Combine with E2 (Create Collective Identity) to build community around fighting the enemy
- Use with E3 (Enable Community-Created Value) to enable customers to help each other in the fight
- Connect with R3 (Create Community Members) to transform customers into allies in a shared cause

N12