

The logo for rip media group, featuring the text "rip media" in white and "group" in a smaller font below it, all contained within a light blue speech bubble shape.

rip media
group

Turn Stories Into Sales with

The 3-Act Structure

Make Your Customer The Hero

888.899.8910

www.ripmediagroup.com

Have you ever watched a movie and thought, "Wow, I can't turn this off!!"

There's a reason why.

The three-act dramatic structure, also known as Freytag's Pyramid, has been used for centuries by playwrights and screenwriters to create Engaging stories.

And guess what? It can be used by marketers too.

In this guide, I'm going to break down the three acts and show you how to apply them to your marketing efforts.

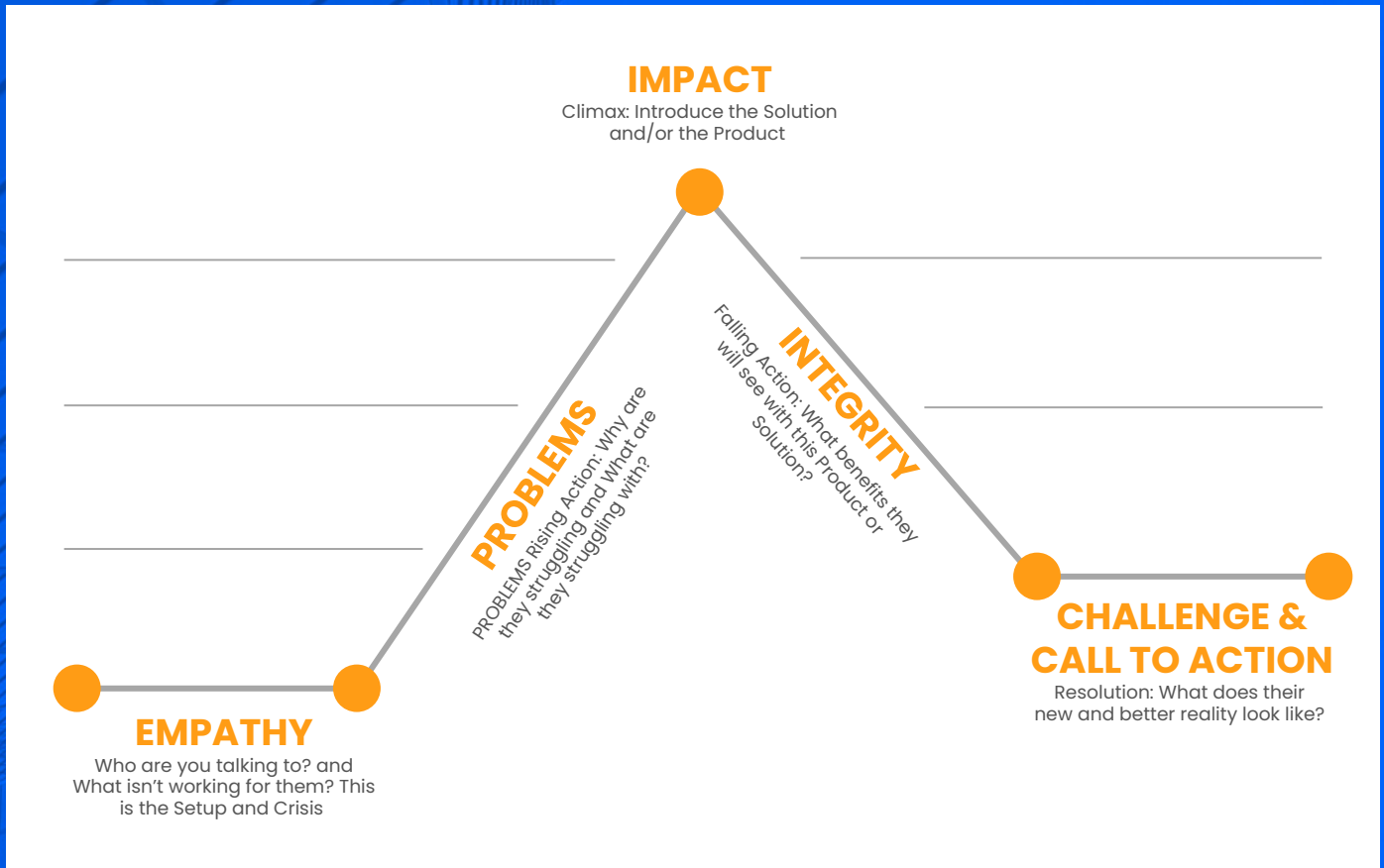
To simplify the 12 actual parts of this structure, I have created the 'EPIC Story Structure', so you can create your own EPIC STORIES.

Are you ready? Let's dive in!



The 3-Act Dramatic Structure

aka: Freytag's Pyramid



Personify your customer as the hero

E. Empathy

Who are they? Who is your viewer? If they know that you understand them, then you will have their attention.

P. Problem

This is **not your problem**. This is the problem that you **solve for them**. You know their pain points and issues.

I. Integrity

This is where you show them how you (or your product) can **help them solve their problem**. They trust you more when you help them.

C. Change

This is a change in their lives that makes them better. They are the Hero who has overcome a problem/question, and you were their guide.



The 3-Act Dramatic Structure

aka: Freytag's Pyramid

E

Empathy

Who are you talking to?
What isn't working for them?
This is the Setup and Crisis.

Notes:

P

Problem

Why are they struggling?
What are they struggling with?
This is the Rising Action.

Notes:

I

Integrity

Impact (The Climax) - Introduce the Product/Solution.
What benefits will they see from using your Product/Solution?
This is the Falling Action.

Notes:

C

Change

This is the Call To Action.
What does their new and better reality look like?
This is the Resolution.

Notes:

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To learn about how to tell stories that inspire your customers, contact a solution expert at **Rip Media Group**.

We are here to tell the stories that sell, in video, pitch decks, funnels, and live training.

Contact Us