

ABT TOOLS CHEAT SHEET

STEP 1: BUT

Singular Narrative Tools

- Dobzhansky
- Christmas Tree

Condensation Tools

- Story of (3 words or less)
- Problem (5 words or less)

IF/THEN (Fear based messaging)

Ultimate & Proximate Goals

STEP 2: AND

Framing (refer to: Overall Structuring)

Ordinary World

- We Know This (Dr. Wenodis)
- What's at Stake/Who Cares

IF/THEN (Hope)

STEP 3: TWO MOMENTS

What/How versus How/What

BUT/BECAUSE

THEREFORE/BY

OVERALL STRUCTURING

Beginning, middle, end

Past, Present, Future

Expected vs. Observed

HEAVEN and HEAVEN but HELL therefore ACTION!

Three Forms of the ABT

- Informational ABT (iABT)
- Conversational ABT (cABT)
- Keeper ABT (kABT)

OTHER

Superlatives

Ticking Clock (urgency)

Plant and Pay Off

The Power of Storytelling Rests in the Specifics

Simple and Direct, So the Pieces Connect