

**1. Once upon a time there was...**

- This sets the scene by establishing who the story is about, where they are, and when it is taking place.

**2. Every day...**

- This describes the status quo, the accepted norm, the comfort zone. What's happening there? What are people doing, being, and experiencing?

**3. Until one day...**

- This describes what happens that disrupts the status quo, the accepted norm, the manifested comfort zone. This moment/event sets the story in motion. Another way to think about this is **"A NEW THOUGHT"** .

**4. And because of that...**

- How was the new thought manifested in physical form?
- What is the effect of the new thought?

**5. And because of that...**

- How was the manifested new thought experienced?
- What new thoughts did this experience activate?
- How was THIS new thought manifested in physical form?
- What is the effect of the new thought?

**6. Until finally...**

- This describes the NEW status quo, the NEW accepted norm, the NEW comfort zone. What's happening there? What are people doing, being, and experiencing?

**7. And ever since then...**

- What are the evolutionary AHAs?
- How have we expanded?
- What will keep us in the growth process?