

# THE **CONTENT FRAMEWORK** THAT POWERS STORIES, LANDING PAGES & MORE

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I USE A **FRAMEWORK**  
TO TELL STORIES  
AND TO EXPLAIN  
THIS FRAMEWORK  
I'M GOING TO  
**TELL YOU A STORY**

THE BRIDGE FRAMEWORK

THE DESTINATION  
THE STRATEGY  
THE RIVER  
THE ROADBLOCKS  
**THE BRIDGE**  
THE REUNION



MISTAKE ONE: WE PITCH THE BRIDGE  
NO ONE FEELS LIKE THEY NEED A BRIDGE  
UNTIL THEY ARE FACING A RIVER

MISTAKE TWO: WE PITCH TOO SOON  
IT'S A LOT EASIER TO SELL THE BRIDGE  
WHEN PEOPLE HAVE ALREADY TRIED TO  
GET OVER THE RIVER

MISTAKE THREE: WE SKIP EMPATHY  
WE SPEND MORE TIME ON THE BRIDGE  
THAN WE DO ON THE ROADBLOCKS

MISTAKE FOUR: WE SKIP COMMUNITY  
PEOPLE HAVE A DEEP DESIRE TO  
CONNECT AND TO BELONG

# NO ONE LIKES A SELF-CENTERED PERSON

## MAUI JIM

1 - 4: ABOUT THEMSELVES

5 - 7: PAIN IDENTIFICATION

8 - 20: ABOUT THEMSELVES

20 - 25: PAIN RESOLUTION

25 - 30: THE PITCH

[HTTPS://WWW.ISPOT.TV/AD/WG72/MAUI-JIM-BORN-ON-THE-BEACHES](https://www.ispot.tv/ad/WG72/MAUI-JIM-BORN-ON-THE-BEACHES)

## CITIZEN

1 - 2: INITIAL PITCH

2 - 4: PAIN IDENTIFICATION

4 - 9: PAIN RESOLUTION

10 - 20: PAIN ID / RESOLUTION

21 - 25: THE PITCH

26 - 30: WHERE TO FIND

[HTTPS://WWW.ISPOT.TV/AD/AFIZ/CITIZEN-PROXIMITY-A-SMARTER-WATCH](https://www.ispot.tv/ad/AFIZ/CITIZEN-PROXIMITY-A-SMARTER-WATCH)



WHEN PEOPLE BELIEVE THAT YOU'VE  
BEEN WHERE THEY ARE, AND CAN SEE  
THAT YOU'VE GOTTEN TO THE OTHER SIDE,  
THEY WILL FOLLOW.

THIS IS WHY THE FRAMEWORK WORKS  
FOR SALES LETTERS, WEBINARS & LANDING PAGES.

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NEXCESS

