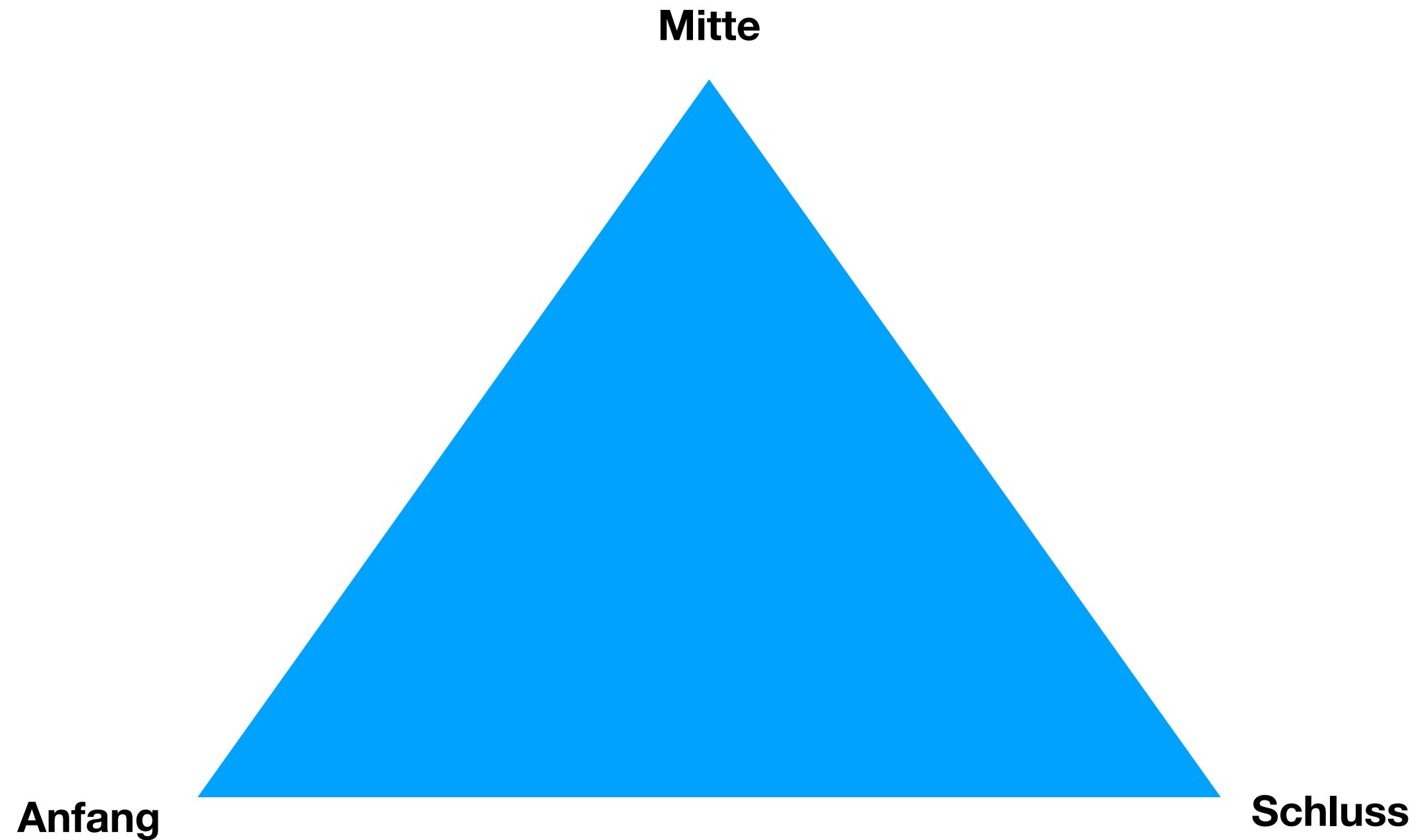


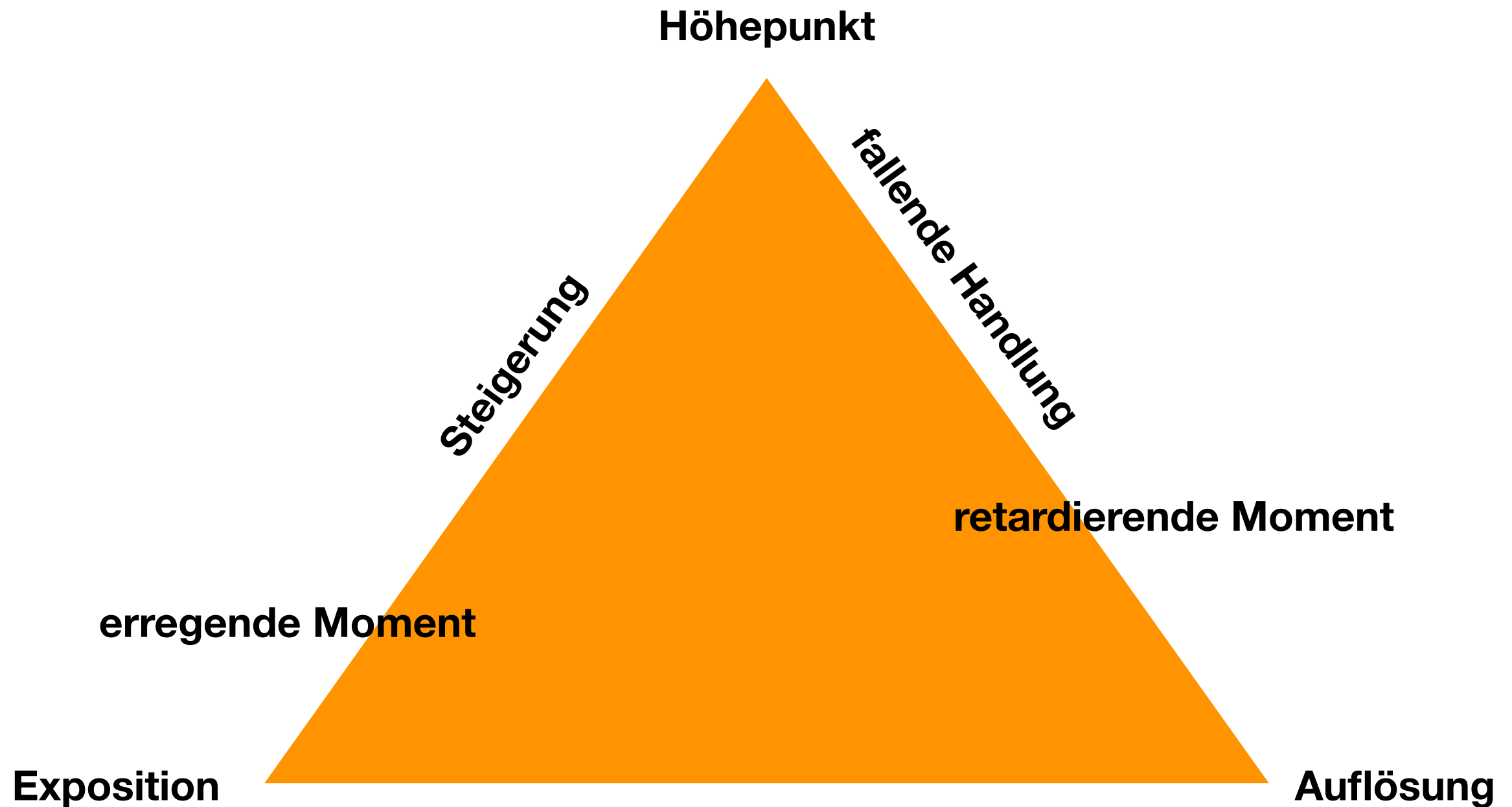
Storytelling

Woraus besteht eine Geschichte?

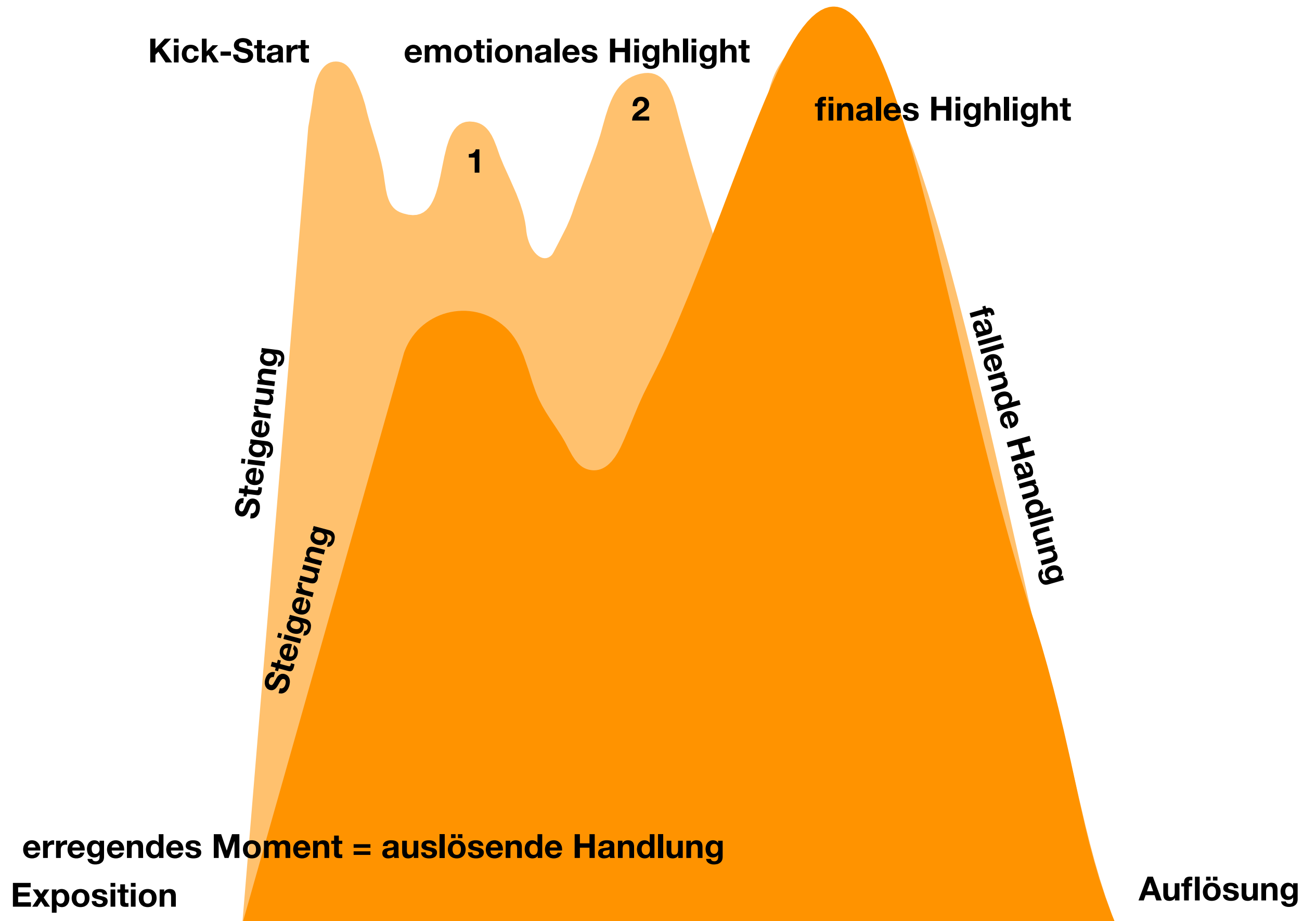
Aristoteles



Gustav Freytag



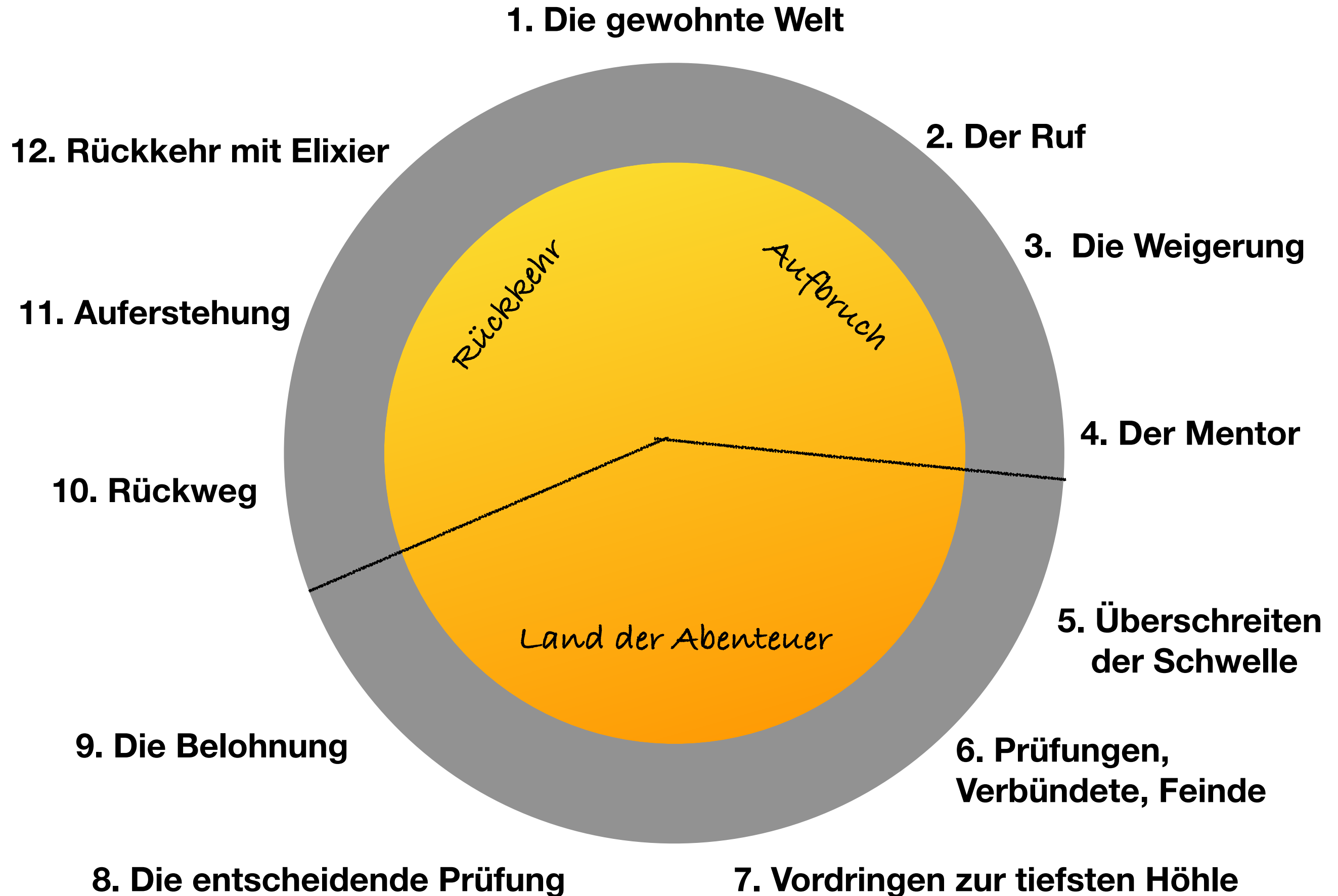
Robert McKee



Die Heldenreise

in 12 Phasen

nach **Christoph Vogeler**



Wer ist der Held?

**Was ist der Nutzen?
Welches Problem
lösen Sie?**



AIDA





A I D A

A - Attention

I - Interest

D - Desire

A - Action

Gustav Freytag

