

HEART: The more the viewers believe the heart, the more they will be swayed to believe in your product, service, or brand.

1. **UNIQUENESS**: What makes this person different? This helps to capture your viewers attention and pull them in.
 - What makes you or your business different from anyone else?
 - How do you think you stand out from others in a similar role or place?
 - In your (company/product/event) what is the single biggest thing you're most proud of?

2. **DESIRE**: What does your character want with great magnitude? The desire is what helps the viewer fall in love with your character. Your character's desire becomes felt by your audience.
 - What does this brand really want to deliver for its users? Beyond an individual outcome, what is the collective impact it desires?
 - What do you hope will happen as a result of this work?
 - What does this work mean to you?

3. **COMPLEXITY**: What is the why behind your character's desire? Complexity offers your character integrity, passion, and depth. It's the complexity that helps sustain the connection with the viewer.
 - Why does this business matter to you?
 - What attracted you to this role specifically, in comparison to anything else you could do?
 - What was the specific moment you realized that this product/service/business was needed?
 - How has discovering this product/service changed how you see the world?