Transformation Through Contrast

A story framework to turn wounds into earned change and a clear moral



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Spark That Pulls Them In

Hook frame

Hook frame: a 3-word title overlay only; no bullets on this slide



The Journey’s Starting Atmosphere



Comfort vs tension metaphor

Use a visual metaphor to name the world: comfort vs tension, calm vs storm

Inciting Friction Reveals the Wound

Provocative image moment

Show the core challenge as a single provocative image moment; keep text minimal



What They Believe vs What’s True

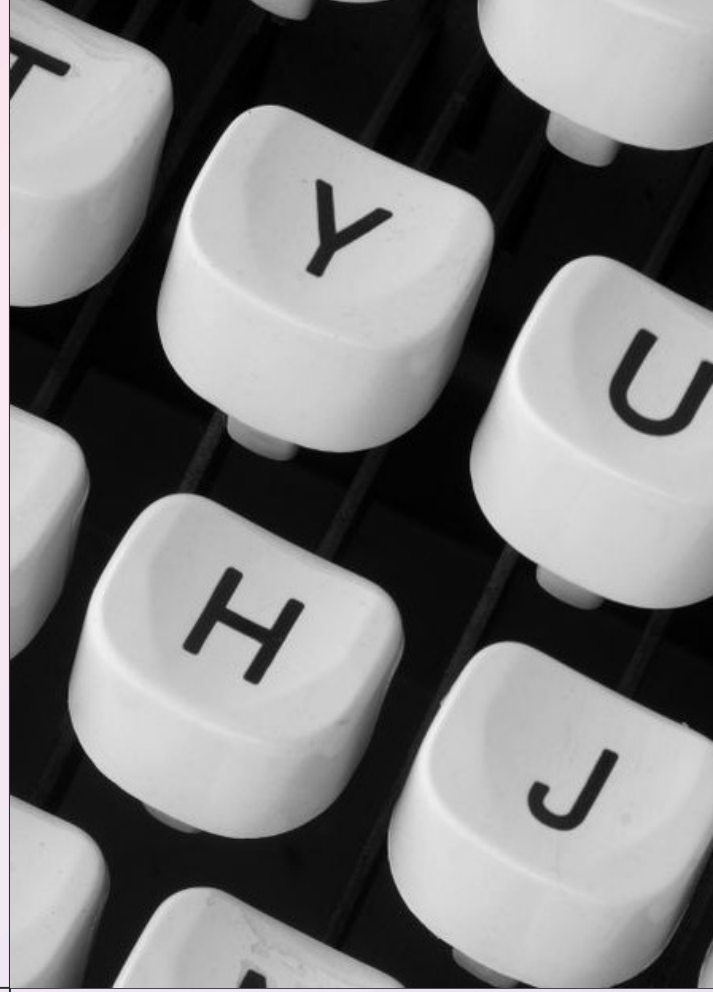


Perception vs reality flip

Contrast perception with reality using a stark visual flip: mask to face, chart to chaos

What would have to be true for this story to feel inevitable?

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Character With a Private Need

Single Human Detail

Frame the protagonist through a single human detail: hands, gaze, posture, or breath



Stake the Cost of Staying Still



Stated Risk

Make the risk visible: what gets lost if nothing changes; one image, one emotional truth

Turning Point Arrives Like a Door

Pivot Signaling

Use a dynamic frame to signal a pivot: threshold, switch, rupture, or rescue



Discovery: The Method in One Beat



Visual coaching mechanic

Reveal the coaching move as a visual mechanic: lens shift, map redraw, switch in angle

From Confusion to a Clear Sentence

Center Sentence

Compress the insight into a single center sentence; let the image do the heavy lifting

