

The right story makes all the difference.

That's why we focus so much on narrative. Ours start with a structured framework that aligns messaging, drives clarity, and creates a cohesive foundation for all communications.

At the core of our approach is a structured framework designed to uncover what truly matters to your customers—because they're the main character of the story. Your product? It's the tool that helps them succeed. **When you start there, the outcomes take care of themselves.**

The Article Group Narrative Framework

Context

What's a shared reality we can all agree on?

→ Pain

Because of that context, what problem arises?
(And how are competitors solving the wrong one?)

→ Consequence

What happens if this problem goes unsolved?

→ Solution

How does your product—or your company—solve it?

→ Reasons to believe

Why should your audience trust your solution?

→ Call to action

What's the key idea your audience should remember?

How it works

Discovery: Rapid research and stakeholder interviews.

Narrative Development:

A collaborative writing process built on our proven six-step framework.

Sales Deck Design:

A visually compelling presentation that brings your story to life.

Messaging Framework Prototype:

A foundational guide for future marketing and sales materials.

The proof is in the pudding

Clients have used Article Group's Narrative Clinic to:

- Shift the focus from their company to their customer
- Elevate outcomes over features
- Find strategic clarity
- Build campaigns, content, and sales collateral

Tier	What you get	Timing
Narrative Clinic	A live workshop with your team	4 hrs
Narrative Framework	A detailed narrative outline	3 wks
Narrative Presentation	A complete and designed narrative deck	5 wks

We work with leading technology companies, including:

