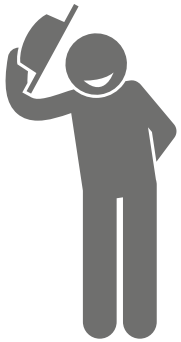
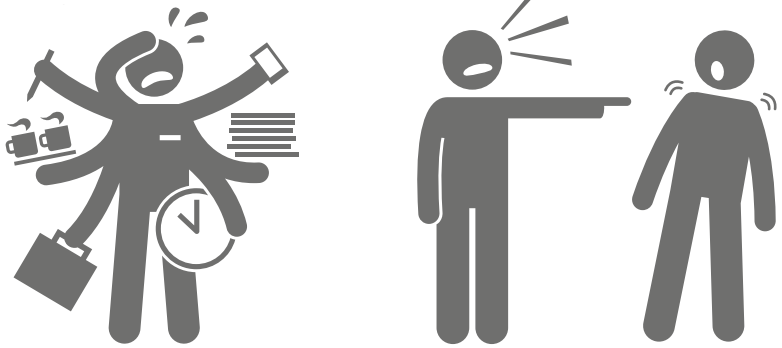
STORYTELLING AUF INSTAGRAM (VEREINFACHTES SCHEMA)

Anfang/Hook

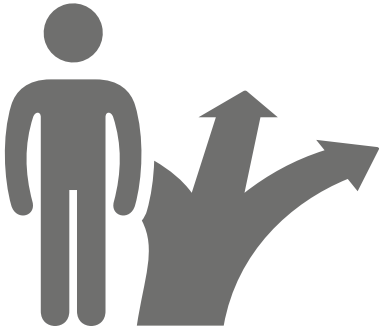


Ereignis/Auslöser

Hold



Transformation/Reise



Hold

Ende/Payoff