

# THE CAST FRAMEWORK<sup>TM</sup>

*Use this before* you post to refine your message.



@weareoathic

# THE CAST FRAMEWORK™

## **C=** **CLARITY**

- Who is this for
- why should they care?
- Can they recognize themselves in it?

## **A=** **ATTRIBUTION**

- What do you want people to associate with you, your business and brand after their experience?

## **S=** **STORY**

- what true experience makes this human and not just informative?

## **T=** **TRANSFORMATION**

- What will change in their life after having this experience?

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**If this brought you value,  
check out my new Youtube  
for deeper breakdowns.**

**Youtube: @oathicbrand**