

EconJourney Story Plan

THEME

- Identify something that is **SCARCE**. *(There is just not enough to go around)*
- What **PROBLEM** is created by scarcity? *(Think Big)*
- What would help **ELIMINATE** the problem? *(Remember you should think like an economist)*
- What would make it **WORSE**? *(You will need to add a little drama)*

CHARACTER

- What makes your character **SPECIAL**? *(Think of one thing)*
- How will this special quality **DEVELOP** over time? *(No one stays the same)*
- What is your character's principle **WEAKNESS**? *(Anyone else scared by Kryptonite?)*
- What will help your character overcome **ADVERSITY**? *(Nothing is ever easy)*

CHAPTER 1

- How does your scarcity problem **IMPACT** everyday life? *(Hope you picked a BIG problem)*
- How might matters **IMPROVE** on their own? *(You have the power)*
- What type of **CRISIS** might happen to make everything worse? *(The big oh no moment)*
- Why would it be difficult for the government to craft a **SOLUTION**? *(Your story is about the power of the individual)*

CHAPTER 2

- How would life be different **WITHOUT** the problems created by scarcity? *(Does a magical land exist at the end of the rainbow?)*
- How does scarcity impact **CONSUMERS**? *(What do you mean I can't have everything I want?)*
- How can increases in **PRODUCTIVITY** combat scarcity? *(We can have more of everything?)*
- Would an increase in **COMPETITION** make matters better or worse? *(It is all about efficiency)*

CHAPTER 3

- How might **MONOPOLY** create problems? *(Think of a monopoly playing the role of bad guy)*
- Can **PRODUCT DIFFERENTIATION** be used to outwit a monopolist? *(Try to be different in order to save the day)*
- Can all scarcity problems be solved with **INNOVATION**? *(It is the new doing away with the old)*
- In what way might **COOPERATION** and competition lead to a solution? *(What would a smartphone be like without any apps?)*