

HOW TO BUILD A STORY

The Story Arc: Powerful stories tell a journey of transformation (also known as a “hero’s journey.”)
These stories often inspire the audience to (re)shape beliefs, change minds and inspire action.



MAIN CHARACTER

Introduce us to the Main Character. Usually, this character has an unfulfilled desire – either a dream they want to achieve or a challenge they need to solve.



CATALYST

The concept or skill that opens the door for the Main Character to start making progress towards solving their challenge or achieving their dream.



STRUGGLE

This is the meat of the story.

Our Main Character struggles to overcome barriers and navigate challenges (often with the help of the catalyst). It is usually during this point in the story that the Main Character starts getting the traction towards the finish line.



FINISH LINE

Our Main Character reaches the finish line of the story, where a milestone (or a series of milestones) is achieved. This is the emotional payoff for the audience who has been cheering for the main character to cross the finish line.



LESSON LEARNED

Not only does our Main Character appear transformed, but both the audience and the Main Character learn the power of the catalyst to help them achieve their desired goals.

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Directions: Use the prompts below to brainstorm keywords or answers to each question. Your final keyword selections for each answer will help guide your story moving forward.



WHAT'S THE MOST INSPIRING THING ABOUT THIS STORY?

01. _____
02. _____
03. _____
04. _____
05. _____



WHAT MAKES THIS STORY DIFFERENT OR UNIQUE?

01. _____
02. _____
03. _____
04. _____
05. _____



WHO IS THE AUDIENCE FOR THIS STORY?

01. _____
02. _____
03. _____
04. _____
05. _____



HOW DO YOU WANT THE AUDIENCE TO FEEL?

01. _____
02. _____
03. _____
04. _____
05. _____



WHAT DO YOU WANT THE AUDIENCE TO DO?

01. _____
02. _____
03. _____
04. _____
05. _____



FINAL KEYWORD SELECTIONS

01. _____
02. _____
03. _____
04. _____
05. _____