Story Outline

SET-UP

Audience__________________ Storyteller_____________________

Why is this story voice (storyteller) the best approach for the audience?

What is the purpose & need?

What is the emotional destination of the story?

What is the precise outcome & audience action?

CONTOURS

Frame: ☐ Journey ☐ Metamorphosis ☐ What Could Be
☐ Challenge ☐ Creativity ☐ Connection

STORY ASSETTS

Protagonist ____________ Antagonist ____________ Hero ____________

What’s at stake?

What change occurs?

Message?

Opening Sentence:

Closing Sentence:

Three-Sentence Story Arc

1.______________________________________________________________________

2.______________________________________________________________________

3.______________________________________________________________________

VISUAL METAPHOR