



We created a worksheet below for you to help develop your story for your work. Ideally, this kind of story *can be used for 3-5 years*, but it may need adjustments later.

BEFORE YOU START...



What words do you frequently use when you describe yourself or your work? We recommend sorting them into groups, such as describing words, action words, and things.



What is your main message and target audience? Messaging information can be done by using short messages.



Brainstorm short sentences 1-2 on what you want your audience to know. Examples: feedback surveys, quizzes, polls, virtual tours, and interactive infographics.



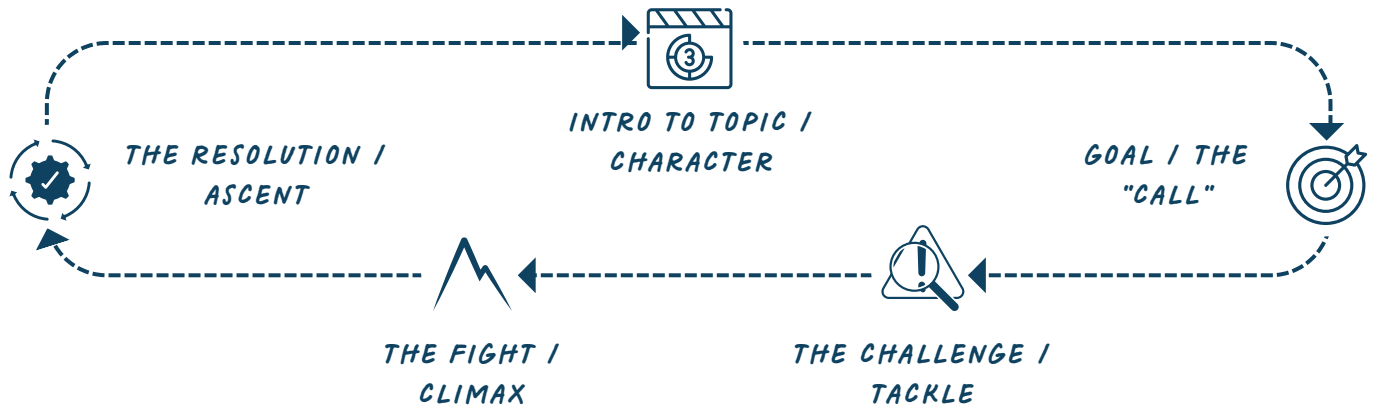
Before you start, ensure you know your brand's purpose, what you are promising people, and what your brand's personality is. Then, create a solid emotional connection with your target audience. What would this look like for you?



NOW YOU'RE READY TO START!

Use the traditional storyline framework below to continue.

Don't forget to try to include your works in the box above while you answer the questions!



Step 1: Intro to topic/character.

Who are you? Write your name or organization title here:

How do you describe yourself in one sentence? Be brief!



Step 2: Goal / the "call".

How would you describe your goals for what you do?

What drives you to do what you do?



Step 3: The challenge / tackle.

What is the problem you want to address?

What are the specific obstacles preventing you from achieving your goal?



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Step 4: The fight/climax

How are you tackling this problem?

What does your daily fight look like? Describe your activities.

Who is on your side of the battle? This could look like partners, colleagues, funders/investors, etc.

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Step 5: The resolution/ascent

What is the result or expected outcome of your work?

What does success look like to you?

How does your work make people feel? How does it change things or people?



Let's put it all together!

Take the information from your answers above and make your story

We recommend this being only 1-3 sentences long and no more than 4 lines of text.

Only take with you what resonated with you the most.



Below are tables you can use to fill out like a script for different story scenarios.

Promote an idea

Slide	Script	Potential assets	Notes
Describe the world today , what is the setting and context?			
Problem that the audience struggles with			
Better world where problems don't exist			
Call to action is the solution to the problem			
Audience benefit of the solution			

Tell a story

Slide	Script	Potential assets	Notes
Who or what your story will follow			
Setting - when and where it happened			
First thing that happened			
Next thing that happened			
The aftermath - how did things end?			
Reflection - meaning or significance			



Show and tell

Slide	Script	Potential assets	Notes
About messenger to establish credibility			
What is it , and why is it interesting			
Why is it exciting?			
How did you find it?			
Why is it relevant for the audience			
Call to action - next thing your audience should do			

Personal growth

Slide	Script	Potential assets	Notes
Backdrop or setting			
What messenger was doing, or why there			
Challenge or problem faced			
Realization in the face of challenge			
What happened? Did the messenger succeed or fail?			
Lesson learned or how messenger changed			