

Story Breakdown Worksheet

 **Subject/Topic:**
What is the story about?

 **Goal:**
What do you want to achieve with this story? What is your goal?

 **Audience:**
Who is your audience? What do they need to know?

 **Emotions:**
How do you want your audience to feel?

 **Main Character(s):**
Who can best tell this story? Why will they make a strong character?

 **Conflict/Conflicts:**
What challenges in this story make it compelling for your audience to watch?

 **Resolution:**
How will the conflict be solved?

 **Hook:**
How will you begin the story? What's the hook?

 **Jab:**
How will you end your story? What do you want your audience to do next? (CTA)

 **Storytelling Vehicle(s):**
In which way(s) will you share this story? (Audio, Video, Blogpost, Social Media, etc.)

 **Data Points to Share:**

 **Other Elements to Gather/Include:**
Photos, videos, audio interviews, etc.