






# Crafting Your Story

## Our Worksheet (STORY CHECKLIST)

### WORDS

<input type="checkbox"/>		What is your objective? Desired outcome?
<input type="checkbox"/>		Who is your hero?
<input type="checkbox"/>		Before - What is their lie? Ghost? Want?
<input type="checkbox"/>		Who is the villain?
<input type="checkbox"/>		What obstacles are presented?
<input type="checkbox"/>		How will you help them?
<input type="checkbox"/>		What does their future look like?
<input type="checkbox"/>		What proactive next step should they take?

### VISUALS

<input type="checkbox"/>		Set the scene – Gain Attention
<input type="checkbox"/>		Represent the Villain
<input type="checkbox"/>		What Obstacles?
<input type="checkbox"/>		How can we help?
<input type="checkbox"/>		What does our hero's future look like?