

# Storytelling Checklist

Creating an engaging video is easy - it just takes a little research and strategy. This checklist will help you think through all of the key points.

## Your Words

- What is your objective? Also known as your desired outcome.
- Who is your hero?
- What is your hero's before like? What is their lie, ghost, want?
- Who or what is your villain?
- What obstacles get in your her's way?
- Exactly how does YOUR solution help?
- With your solution, what does YOUR hero's future look like?
- What proactive next step should your hero take to get to their desired future? (Call to action!)

## Your Visuals

- What visual will set the scene? Remember you need to grab attention with this one.
- What visual will represent the villain?
- How will you visually represent the obstacles?
- How will you visually share your solutions for their obstacles?
- How will you show your hero what their future will look like?
- How will you display your next step/call to action?

Resources: [Unsplash.com](https://unsplash.com),  
[Pixabay.com](https://pixabay.com)