


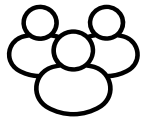






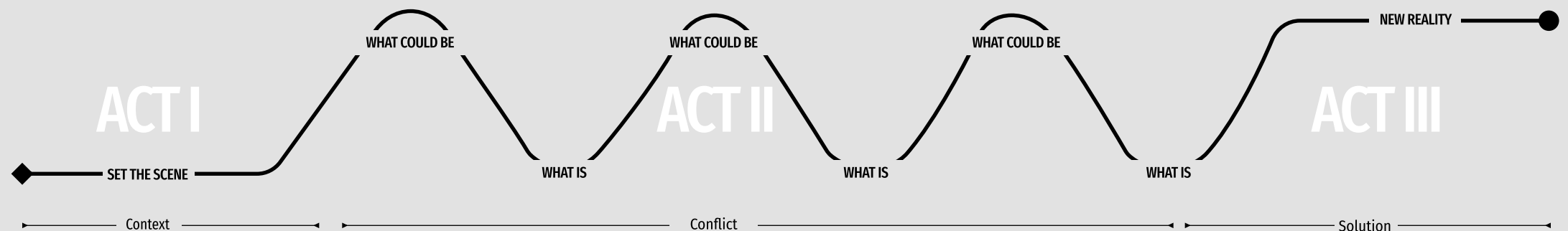
Storytelling Canvas

<h2>Core Message</h2> <p>Define the single most impactful message you want your audience to remember.</p> 	<h2>Goals</h2> <p>Imagine your story has had its intended effect. Describe 3 specific outcomes.</p> 	<h2>Destination</h2> <p>Paint a vivid picture of the future where your story's message has taken root. Craft a powerful call-to-action.</p> 									
<h2>Audience</h2> <p>Step into your audience's shoes. Describe their world, beliefs, and aspirations in relation to the challenge.</p> 	<h2>Support Stories</h2>  <table border="0" style="width: 100%; text-align: center;"> <tr> <td style="width: 50%;">What is ... the challenge</td> <td style="width: 50%;">What could be ... the solution</td> </tr> <tr> <td>1.</td> <td>1.</td> </tr> <tr> <td>2.</td> <td>2.</td> </tr> <tr> <td>3.</td> <td>3.</td> </tr> </table>		What is ... the challenge	What could be ... the solution	1.	1.	2.	2.	3.	3.	<h2>Proof</h2> <p>Provide credible evidence that supports your core message.</p> 
What is ... the challenge	What could be ... the solution										
1.	1.										
2.	2.										
3.	3.										
<h2>Context</h2> <p>Lay the foundation. What does your audience need to know to grasp the challenge. Who, what, where, when, how?</p> 			<h2>Emotional Connection</h2> <p>Connect with your audience on an emotional level, use anecdotes, stories and vivid language.</p> 								

Story Structure

Using the above input and create a compelling narrative arc with a clear *beginning*, *middle*, and *end*.

Create contrast and tension with *'what is'* and *'what could be'* (Based on the work by Nancy Duarte).



Storytelling Structure

Version 0.8 | thetorytellingcanvas.com
Designed by morreau.org

	1	Context		2	Conflict		3	Destination	
Storyboard									
Headlines									
Build the Story Arc									
Using Common Ground Emotional Connection Anecdotes Metaphors Analogies Proof Experts Data Context Challenges Solutions									
	ACT I - WHY			ACT II - WHAT			ACT III - HOW		

