

STORYTELLING CANVAS

SUBJECT

What is the story about?

GOAL

What do you want to achieve with this story?

AUDIENCE

What is your story's audience? What are their needs?

BEFORE

What does your audience think, feel, know, want, before they have experienced your story?

1. SET THE SCENE

What do you need to introduce? What should be set up or explained?

2. MAKE YOUR POINT

The audience's A-Ha moment.

3. CONCLUSION

The end of your story. What is the conclusion? What is your call to action?

AFTER

What does your audience think, feel, know, want, after they have experienced your story?