

Craft a compelling story

SETTING

Where does your story take place?

AUDIENCE

Who do you need to hear your story? Who will help you achieve your goal?

PLOT

What is the central conflict driving the story? What happens? What is the potential negative outcome of that conflict, if it is unresolved?

THE VICTIM/S

Who gets hurt? Who are the bystanders whose lives will change for the worse?

THE VILLAIN

Who is the bad guy? Note: The villain may not always be a person; it could be an institution, for example, or a bad circumstance.

YOUR ORDINARY HERO

Who is the (ordinary) hero of the story? What action do they take to change the story?
