

Storytelling Mastery Cheat Sheet

Take Your Stories From Dull to Dynamic

Start with a clear CENTRAL THEME

Be clear about the END RESULT you want

Begin the story with your MAIN CHARACTER

Introduce the EVERYDAY LIFE of the Main Character

Open the conflict with an INCITING INCIDENT

Introduce a clear and concise GOAL for the Main Character

Highlight the Main Character's ROADBLOCKS and INCREASING STRUGGLE to achieve the Goal

Share the Guide's WISDOM for the Main Character

Share the Main Character's new ACTIONS to achieve success

Shine a light on the Main Character's MOMENT OF SUCCESS

Highlight the Main Character's NEW LIFE

Share the MAIN MESSAGE for your listener

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