

# High Impact Storytelling Checklist

- Do you have a clear CENTRAL THEME?
- Are you clear about what you want listeners to THINK, FEEL or DO when you conclude?
- Do you have a relatable MAIN CHARACTER?
- Do you have a GUIDE?
- Do you have RELEVANT SUPPORT CHARACTERS?
- Do you show the EVERYDAY LIFE of your Main Character in the opening?
- Do you introduce conflict with a specific INCITING INCIDENT?
- Do you show the Main Character's REACTION to the Inciting Incident?
- Do you share the Main Character's EXTERNAL conflict?
- Do you give details about the Main Character's ROADBLOCK?
- Do you share the Main Character's INTERNAL conflict?
- Do you introduce the GUIDE after the main Conflict is revealed?
- Do you share details about the Guide's WISDOM/SOLUTION?
- Do you gradually increase the Main Character's SUCCESS?
- Do you provide details during the Main Character's MOMENT of success?
- Do you highlight the Main Character's NEW LIFE after the Moment of Success?
- Do you remind listeners about the Main Message before you conclude the story?