



Storytelling Mastery Checklist

25 Secrets to Go From Dull to Dynamic

0/30 completed



Task

MAIN MESSAGE

- You have a clear CENTRAL THEME
- You are clear about what you want the listener to THINK, FEEL or DO
- Your theme and story RELATE to the audience's problem

CHARACTERS

- Your story has a MAIN CHARACTER
- Your story has a GUIDE
- Your story has RELEVANT SUPPORTING CHARACTERS
- You use KEY DESCRIPTORS to give insight into your characters

SETUP

- You show the EVERYDAY LIFE of your Main Character at the open
- You introduce an INCITING INCIDENT
- You show the Main Character's REACTION to emotional incidents
- You introduce a clear and concise GOAL for the Main Character
- The Goal has a clear DEADLINE

CONFLICT

- You share the Main Character's EXTERNAL conflict
- You highlight the Main Character's ROADBLOCK
- You show the Main Character's STRUGGLE to achieve The Goal
- You share the Main Character's INTERNAL conflict
- You introduce the GUIDE after the Main Character's struggles are revealed



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Task

You share the Guide's WISDOM/SOLUTION

PURSUIT and SUCCESS

You show the Main Character's ACTIONS to achieve success

You shine a light on the Main Character's MOMENT of success

You highlight the Main Character's NEW LIFE

You share the MAIN MESSAGE for your listener

DELIVERY

You effectively use dialogue to convey character emotions and key story ideas

Your audience clearly understands which character is speaking throughout the story

You effectively demonstrate the emotions of each character

BONUS: You have clearly defined moments to highlight changes in your Main Character

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