



High Impact Storytelling ABS Checklist

Do you have a clear CENTRAL THEME?

AND

Does your story center around a relatable MAIN CHARACTER?

Do you begin by showing the main character's EVERYDAY LIFE?

Do you introduce side characters to give INSIGHTS into your main character?

BUT

Do you introduce the conflict with a specific INCITING INCIDENT?

Do you ESCALATE your conflict?

Do you create tension with a “ticking clock” deadline?

Do you include a LOW POINT moment for your main character?

Do you introduce the GUIDE in this part of the narrative?

Do you share the Guide's WISDOM in this part of the narrative?

Do you show the main character IMPLEMENTING (perhaps reluctantly) the wisdom?

SO

Do you share the MOMENT OF SUCCESS in this part of the narrative?

Do you illustrate the main character's NEW LIFE after the moment of success?

Are you sure the main character's new life is similar to your AUDIENCE'S aspiration?

You re-share you CENTRAL THEME for the audience at the end of your story