STORYTELLING CANVAS



SUBJECT What is the story about?		GOAL What do you want to achieve with this story?		AUDIENCE What is your story's audience? What are their needs?		
BEFORE What does your audience think, feel, know, want, before they have experienced your story?	1. SET THE SCENE What do you need to in What should be set up of plained?	troduce? pr ex-	2. MAKE YOUR POINT The audience's A-Ha moment.	3. CONC The end of conclusion action?	USION Your story. What is the What is your call to	AFTER What does your audience think, feel, know, want, after they have experienced your story?

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