**Storytelling Guide**

What is the BIG idea?

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Who is the audience?

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Summarize this story in ONE line:

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What format is this story in? (Blog post, podcast, social media post, etc.)

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What is the setting (where, when)?

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Who are/is your character(s)?

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What happened to them or what did they do?

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Why does this matter?

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How did it make you/them feel?

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What is the style or tone of this content?

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Is there a kicker (Call to action, inspiration, book-end)? What is it?

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