

Storytelling Checklist

Define Your Purpose:

- Why are you telling this story?
- What message do you want to convey?

Know Your Audience:

- Who are they?
- What do they care about?
- How do they consume content?

Craft a Compelling Narrative:

- Establish a clear beginning, middle, and end.
- Introduce a conflict or challenge.
- Provide a resolution.

Develop Relatable Characters:

- Who is the protagonist?
- How do they reflect your audience's experiences?

Incorporate Authentic Emotion:

- How does the story make the audience feel?
- Are the emotions genuine and relatable?

Use Vivid Details:

- What sensory details bring the story to life?
- Are the scenes and settings well-described?

Align With Your Brand Voice:

- Is the tone consistent with your brand?
- Does the story reflect your brand's values?

Include a Call-to-Action (CTA):

- What do you want the audience to do after hearing the story?
- Is the CTA clear and compelling?

Test and Refine:

- How does the story resonate with your audience?
- What feedback can you use to improve?

Stay Consistent:

- Are you telling similar stories across different platforms?
- Does each story align with your overall narrative strategy?