

STORYTELLING CANVAS

<p>SUBJECT</p> <p>What is the story about?</p>	<p>GOAL</p> <p>What do you want to achieve with this story?</p>	<p>AUDIENCE</p> <p>What is your story's audience? What are their needs?</p>		
<p>BEFORE</p> <p>What does your audience think, feel, know, want, before they have experienced your story?</p>	<p>1. SET THE SCENE</p> <p>What do you need to introduce? What should be set up or explained?</p>	<p>2. MAKE YOUR POINT</p> <p>The audience's A-Ha moment.</p>	<p>3. CONCLUSION</p> <p>The end of your story. What is the conclusion? What is your call to action?</p>	<p>AFTER</p> <p>What does your audience think, feel, know, want, after they have experienced your story?</p>



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