

Creating compelling stories – taking the lead from Adobe Spark video creator

A hero's journey

Set up Tell us about your hero (es) and their world before the quest begins	Call to adventure What happens that causes your hero to undertake this quest	The challenge What trials or challenges are preventing your hero reaching their goal?	The Climax Show how your hero over comes obstacles and reaches their goal – with your help!	Resolution How is the world better now? How does your hero feel now?	Call to action Are you looking for more heroes? Or do you need funds for more quests?

Promote an idea

Setting Describe the world today. What's the setting or context for your story? Or show who you are helping.	Problem What problem does the audience – or who you are helping – struggle with today?	What could be? Describe a better world where this problem doesn't exist.	Solution or idea Share your idea, product or service and show how it will solve the problem.	Reward How will your audience's or beneficiary's life improve after your solution becomes a reality?	How you can help What's the first thing the audience should do to make this positive change happen?



Show and tell

<p>About me Introduce yourself. Make it personal to connect with your audience, or reinforce your credibility</p>	<p>What it is Show your project or the thing you're sharing. Highlight what's interesting about it.</p>	<p>Why Explain why you're working on it or why you picked it to share. Why are you excited or passionate about it?</p>	<p>Show it Show why it's special. Or demonstrate how it can make the world, or your audience's lives, better.</p>	<p>How How did you get the idea, or how did you find it? Share its origin or history. & Why Tell why you're showing it to your audience. Reinforce why it's relevant.</p>	<p>Call to action What's the next thing your audience should do now? How could they take your project to another level?</p>

