

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

A hero's journey					
Set up	Call to adventure	The challenge	The Climax	Resolution	Call to action
<p>Tell us about your hero (es) and their world before the quest begins</p>	<p>What happens that causes your hero to undertake this quest</p>	<p>What trials or challenges are preventing your hero reaching their goal?</p>	<p>Show how your hero over comes obstacles and reaches their goal – with your help!</p>	<p>How is the world better now? How does your hero feel now?</p>	<p>Are you looking for more heroes? Or do you need funds for more quests?</p>
Promote an idea					
Setting	Problem	What could be?	Solution or idea	Reward	How you can help
<p>Describe the world today. What's the setting or context for your story? Or show who you are helping.</p>	<p>What problem does the audience – or who you are helping – struggle with today?</p>	<p>Describe a better world where this problem doesn't exist.</p>	<p>Share your idea, product or service and show how it will solve the problem.</p>	<p>How will your audience's or beneficiary's life improve after your solution becomes a reality?</p>	<p>What's the first thing the audience should do to make this positive change happen?</p>

Show and tell

About me Introduce yourself. Make it personal to connect with your audience, or reinforce your credibility	What it is Show your project or the thing you're sharing. Highlight what's interesting about it.	Why Explain why you're working on it or why you picked it to share. Why are you excited or passionate about it?	Show it Show why it's special. Or demonstrate how it can make the world, or your audience's lives, better.	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.	Call to action What's the next thing your audience should do now? How could they take your project to another level?

