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

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| **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? |
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| **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? |
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| **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? |
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