Story
CREATE
Workbook

Use the assessment template to critique existing work

Criteria	Rating	Feedback
Engaging title		
Clear hook up front		
Use of human stories to bring to life		
Other engagement tools		

Rating:

RED = Not present at all

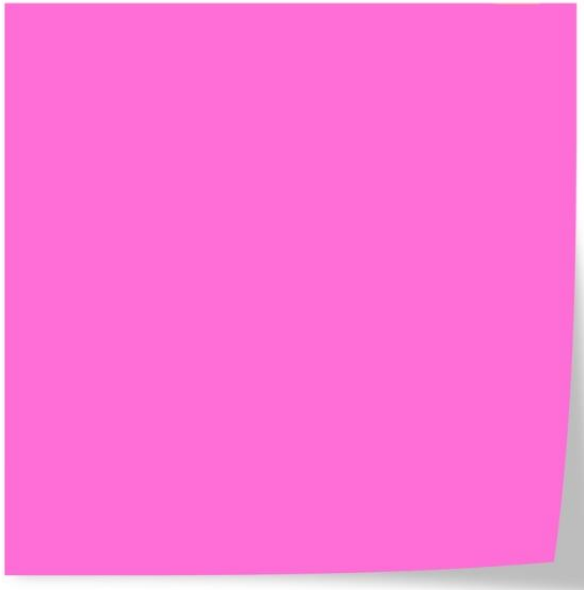AMBER = Present but not obvious

GREEN = Clearly demonstrated

Take the one post-it note challenge:

- Distil your message into a short headline
- Experiment with rhymes, alliteration and puns

Take the three post-it note challenge:

- Flesh out the key characteristics of your character on the post-it notes

OBSERVE	**LISTEN**	**INFER**
What do they do?	What do they say?	How do they feel?
How do they react?	How do they say it?	What are they motivated by?

Design a campaign poster that sums up your story

TITLE/ HEADLINE:

DRAW A VISUAL WHICH BEST ILLUSTRATES YOUR STORY

WRITE 3 BULLETS WHICH DEMONSTRATE WHY THE AUDIENCE SHOULD CARE ABOUT THIS STORY:

- _____

- _____

- _____

insightnarrator
UNLOCK THE STORY

Put into practice

- Select a project you are currently working on or have recently completed

- Spend 30 minutes developing your story using exercises in this workbook

- Seek input from others into your draft to develop or change the story creative

- Seek feedback from your client/stakeholder/ audience on the creative you have come up with