

**THERE IS NO SINGLE ANSWER TO THIS ONE, I BELIEVE. BUT PASSION COULD BE A GOOD STARTING POINT. I PERSONALLY DO FIND COMICS (REALLY GREAT MATERIAL FOR STORYBOARDING INSPIRATION), AWARD WINNING COMMERCIALS (BECAUSE THEY HAVE A BRIEF PLOT LINE AND USUALLY ARE WITTY), BOOKS, OF COURSE, AND LIFE SITUATIONS EXPLORATION (TRYING TO PLAY A ROLE OF AN ANTHROPOLOGIST IN DAILY SITUATIONS) HIGHLY INSPIRING FOR A STORYTELLING.**

***1. WHO IS YOUR AUDIENCE?***