

# WHY ARE YOU TELLING THIS STORY?

**Instructions:** Consider the prompts below to help you articulate why you're telling this story. Answer each prompt individually before looking for ways to combine your insights into a single sentence.

**PROMPT #1:**

**What is it that's most inspiring or memorable about this story?**

- Global: The collection of stories is global in scope and nature. The range of people, their ideas, and the ideas shared are not confined to a specific area, culture, or cause.
- Experience: it's through experience different people's stories and ways of life that we find a new way to see the world and approach our own

**PROMPT #2:**

**What is this story really about?**

- One remarkable person's journey
- The stories heavily focus on the perspective of the main character and through that character we are left with a different way of seeing. His unique perspective helps shape ours

**PROMPT #3:**

**What do I want people to do or feel as a result of this story?**

- Wonder
- Insightful
- Inspiring
- Intimate
- Contribute to a more just/tolerable world
- Interact: Each episode will have a way to be a part of the character's idea/cause
- Educate: Each episode will include BTS of how the story was brought to life
- Reach
- Believe

**In a single sentence, WHY are you telling this story?**

We want to tell the stories of remarkable people from around the world to spur wonder, experience a different way of life, and inspire to contribute to a more just and tolerable world.