

(1) The **Background of the Story** - start with a **personal experience** like, “when I was a child...,” or something that is easily shared with your audience.

(2) **Link the personal story to current situation** and show the transition to a passion, love or calling. Keep the tone emotional and personal like “... then, I like researched.”

(3) **Relate to a personal challenge** that you now face like, “Interested in sea level rise.”

(4) Add tension by **relating risks and rewards** of taking on the challenge like, “about the risk of diving.”

(5) Introduce a **specific problem within your challenge** like the “Lionfish Invasion.” A problem to be solved adds conflict and shows your audience the issues that requires a resolution.

(6) Show how you **overcame the problem** with a solution like “Lionfish as part of the food supply.”

(7) Add a **lesson** from the story that your audience can relate to like, “People are willing to pay to help solve the problem.”

Evan

STORY DEVELOPMENT TEMPLATE



Evan is lonely. Gunman is lonenely.
:06



Evan communicates to an anonymous person. Gunman wants to be alone.
:22



Evan becomes curious about the anonymous person. Gunman becomes curious about guns and violence.
:40



Gun Violence is Preventable if you know the sign.
1:40



Evan finally meets the anonymous person. Gunman pulls out a rifle.
1:33



Evan searches for the anonymous person. Gunman was bullied.
:53

