

STORY SKETCH

THEME

EVENT

BEGINNING

Capture attention early ("The Primacy Effect")

OPENING LINE — Your story's launch pad

CONTEXT & STAKES — Story overview and why this matters

MIDDLE

Keep your structure focused and organized as audiences often lose interest in the middle ("Serial Position Effect")

SCENE, SUMMARY, OR REFLECTION

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SCENE, SUMMARY, OR REFLECTION

DETAILS

DETAILS

DETAILS

END

Close with a memorable moment ("The Recency Effect")

CONTRAST — What's changed for you by the end of the story?

CLOSING LINE — Stick the landing!