

Storytelling Worksheet: Building a Strong Narrative

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Introduction

Storytelling is a powerful median for advocacy or influence. It appeals to basic human emotions and frames issues in ways that the listener can relate or respond to in the process.

Use this worksheet to plan or analyze a story. Answer the questions thoughtfully — they'll guide you through the key elements that make a compelling and complete narrative.

1. What is the overarching goal or message of the story?

(What big idea, lesson, or transformation is the story trying to convey?)



2. Who is the protagonist?

(Who is the central character, and what makes them interesting or relatable?)



3. What does the protagonist want or need?

(What is driving the protagonist — their desire, dream, or necessity?)



4. What is standing in their way?

(What challenge, obstacle, or antagonist prevents them from easily achieving their goal?)



5. Why does this dilemma matter?

(What's at stake for the protagonist or the world if the problem isn't solved?)



6. What attempts does the protagonist make to overcome the challenge?

(How do they struggle, fail, grow, or adapt in pursuit of their goal?)



7. Who or what helps the protagonist?

(Are there key allies, mentors, tools, or moments of insight that help them move forward?)



8. What is the turning point or climax of the story?

(What is the most intense moment where everything changes?)



9. How is the main conflict resolved?

(What final decision or action leads to resolution — successful or not?)



10. What is the conclusion and what are the next steps for the characters or world?

(How does the story end, and what future is hinted at?)



Feel free to use this worksheet to plan original stories or analyze books, films, or personal narratives.