



Set Up Story Template®

1) Origin Period:

- Early stages
- Gets the audience on your side
- Ideal if lighthearted or humorous
- Convey innocence, sincerity, or purity

2) Introduce Characters:

- Introduce the lead character and a flaw (you are the lead)
- Introduce supporting cast (family, friends, mentors, teachers, coaches, etc.)
- Share their traits (what you like/dislike about them)

Tip: Strengthening characterization strengthens your story

3) **The Unexpected:**

- Things didn't go how you thought (for better or worse)
- You react, shift, or adjust
- The plan takes an unexpected turn

4) **Memorable Life Event:**

- How it impacted you in the moment
- How it influenced your future
- How it made you hopeful or discouraged
- How it made you weaker or stronger

5) **Open Loop:**

- Create mystery, intrigue, and unresolve
- Tip: Leave the audience hanging and wanting more
