



## *The Art of Cause Storytelling*

### Exercise #3

#### SCRIPT TITLE

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#### OPENING SCENE

- *What is your starting point?*
- *Who is your hero?*
- *How do you draw us in?*

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#### SETTING UP

- *Who are the main characters?*
- *Who is the antagonist?*
- *Where is the story set?*
- *How can we identify with the hero?*

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## **INCITING INCIDENT**

- *What is the catalyst that turns the world upside down?*

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## **BIG DECISION**

- *What is the hero debating?*
- *What are the pros and cons?*
- *Why is it hard for them to decide?*
- *What does the hero decide?*

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## **CHARACTER DEVELOPMENT**

- *What is the new world like?*
- *What funny & interesting things happen along the way?*
- *How do you draw us in?*

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## ANTAGONIST RETURNS

- *How does the antagonist return? Why?*
- *What happens?*

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## ALL IS LOST

- *What goes wrong?*
- *What didn't the hero expect and why?*

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## AH HA! MOMENT

- *How does the hero overcome the antagonist?*
- *What is the plan?*

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## RESOLUTION

- *What does the hero learn?*
- *What do you hope others learn from the story?*

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