

Appendix C: Story Structure Template

Step	Answers the question:	Story Spine	Notes for Your Story
Objective / Main message	What do you want the audience to <i>think, feel, or do</i> as a result of hearing your story?		
Transition IN: (Hook)	Why should I listen to this story?	I think the best example I've seen of that was . . .	
CONTEXT	Where and when did it take place? Who is the hero and what do they want? Other background needed to understand characters' motivations?	Back in ____, at ____, there was ____, and they were trying to . . . (could be an unspoken objective)	
CHALLENGE	What was the problem/opportunity?	Then, one day ____.	
CONFLICT	What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can't be too easy.)	So they ____, and then they ____, and so they ____.	
RESOLUTION	How did it turn out (for everyone)? (How are things/characters changed as a result?)	Eventually . . .	

Transition out:

Lesson(s)	What did you learn?	What I learned from that was . . . (That's when I realized . . . That explains why . . . What I've since come to realize is . . . What I think we should have done was . . .)	
Reco Action(s)	What do you think I should do?	And that's why I think you should . . .	