



What is the goal of your story?

What is the journey you want to take the audience on?

What/who is the best way to do that? Remember the character you are establishing doesn't have to be a person.

Why is that the best way?

What are your best visuals and/or audio?

What emotion would you like your stakeholders to feel?

Does the what/who /why from above match that emotion? No? Go back to the beginning.

Yes? Decide what the best storytelling format is and start your preproduction. (Documentary, short form digital, data driven etc.)