

STORYBOARD PITCH

1 Set the scene

To get started, think first about impact & audience

Define the impact you want to obtain

Do you want to inform, inspire, create change, move, make them laugh, cry

Define your main message

What is the key-takeaway? What should the audience remember?

Define one or more persona

Who are they? What do they know? What do they care about? What’s in it for them?

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2 Define the story structure

Begin

Tease the audience in one-minute what you talk about, make them curious about the rest of your story

Middle

Define 3 main parts, answers to 3 main questions of the audience

End

Define a powerful ending, sending the public home with a good feeling and your main message

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2 Define the story structure

Attention seeker

Add now an attention seeker to begin your presentation with: an anecdote, a movie, a question, a story.

Story Structure

Write a summary of your story structure.

Opening

1

Attention seeker

2

One-minute pitch

3

Main message

4

Introducing yourself

Middle

1

Part 1

2

Part 2

3

Part 3

End

1

Main message, call to action

2

Memorable outro

Story Structure

Opening

1

2

3

4

Middle

1

2

3

End

1

2

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3 Build your story: visualise each step

Once you have planned the steps your story will follow, use sticky notes, sketches and images to tell your story.

Tip: describe the emotional state of the persona for each step using visual content.

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