

CONTENT PRODUCTION

To produce a good story...

1. What's your story?

Choose a topic, issue, or character to explore.

2. What's unique about your story?

Decide on a unique angle that had not been explored before.

3. What do you want your story to do?

ENTERTAIN (to provide a fun or thrilling experience for your audience)

INFORM (to educate your audience)

PROVOKE (to encourage your audience to take action)

4. What medium(s) will you use to tell your story?

Photography + words (or) words + photography

Video + words

5. What's your distribution plan?

Decide on your audiences and distribution platforms.

6. What's your production schedule?

PEOPLE

PRODUCTION

DISTRIBUTION

CELEBRATION

7. Additional tips:

Start your story with a crucial, unique fact,

Highlight 3 strong emotions throughout the story,

Include *unexpected* reveal moments throughout your story.