PITCH TEMPLATE (Braden)
Before stories are produced they must be imagined.

Story Title

Who is the story about, who is telling the story?

What happens?

Why do YOU care?

Who is the Audience?

Why would a listener care?

Why would this be a good AUDIO story? What will we HEAR?

What will the listener learn that they didn’t already know?

At the heart of stories is CHANGE. Who/what does/might change in your story?

(Optional) Someone wants ________________ but ________________ is in the way. So instead __________.

Could it appeal to a universal theme for the listener? (i.e. Love, Struggle, Justice, Truth, Journey, Overcoming, …)

Opening line, aka, a grabber or hook
What can you imagine the first line of the story being? Does it come from narration or tape?

Structural thoughts: How do you hear the story being told? Chronologically? Thematically?

If divided into 3 scenes (beginning / middle / end), what would they be?