

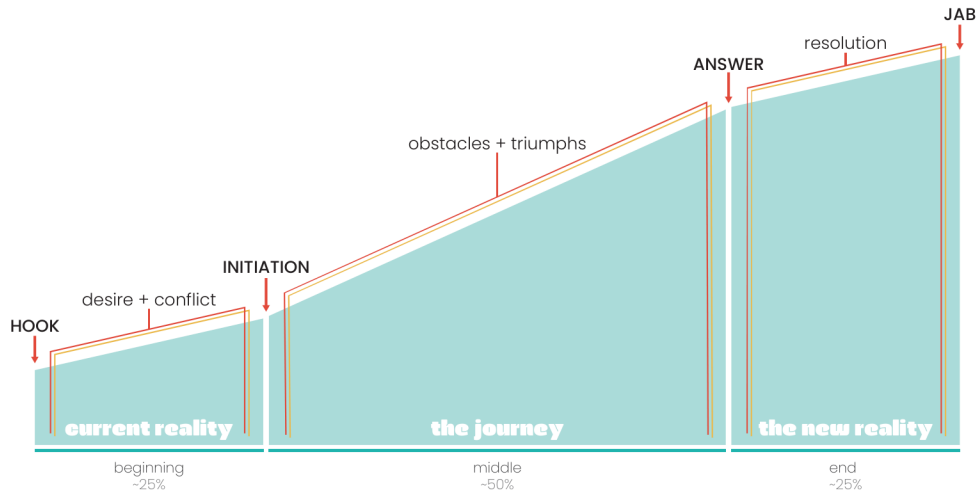


plot

a succinct guide to the
structure of your
creative works.

the plot

Every story needs a destination. The plot is the map to that destination - it leads the audience and keeps them engaged.



the key plot points

The Hook

This is a specific moment that grabs your audience's attention and draws them into the story. The strongest hooks show an aspect of your main character's uniqueness.

The Initiation

This is the exact moment that your main character chooses to embark on their journey. It's a turning point - made stronger by a specific occurrence or action.

The Answer

This is the moment of highest tension, when the conflict reaches the climax. Look for the exact moment that the question of, "does our character achieve their desired outcome?" is answered.

The Jab

This is the final word, a moment that should resonate with the audience and drive home the overarching purpose of the project. Often referred to as the **Call to Action**, the strongest Jabs should answer the question, "What do I want to leave my audience with?"

the needs of each act

The Beginning

The current reality encompassing the world of your story - the who, what and where.

Most importantly, you need to establish who the main character is? What they want above all else? And, what stands in the way of their desire - the conflict?

The Middle

The main character's journey to achieve their desire and overcome the obstacles that stand in the way. Include the ups and downs, the victories and setbacks. The middle allows for character growth and explores the larger theme of the story, building in tension along the way.

The End

The main character emerges from their journey into the new reality. The end is about showing the change that occurred. How does your main character react to this new reality they find themselves in?

It's crucial to understand that change must occur during the journey - either within the world, the main character, or both.