

The 4 Cs of Storytelling

Context

- Set the scene. Where and when does this story take place?

Character

- Describe the people in some visual detail, but also bring them alive by giving them voice. Quote them directly, taking on a different voice from your own.

Conflict

- Zero in on the conflict to get to the heart of your story. Is it a conflict of ideas or of people? Is your main character encountering obstacles?

Conclusion

- Why are you telling this story? State the point directly, so it's clear this story is not just for entertainment, it is to make a point.