


# STORYBOARDING 101



A storyboard is a simple yet powerful tool that is used to map out and visualize your speech. It is a tool for ordering key points in your speech, removing unnecessary parts and is the first step to visualizing presentation slides.

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Hook, Meat, and Payoff

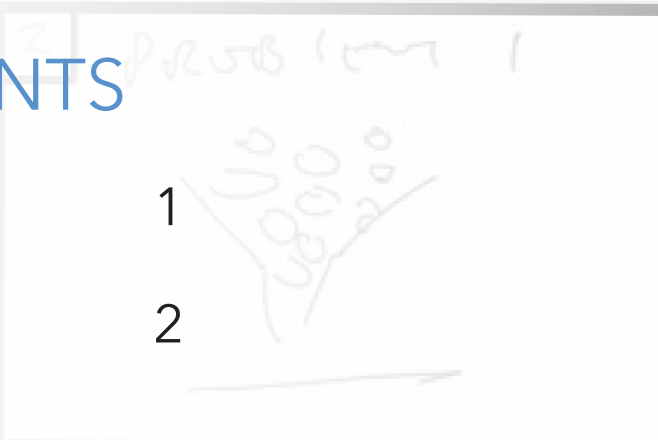
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The Template

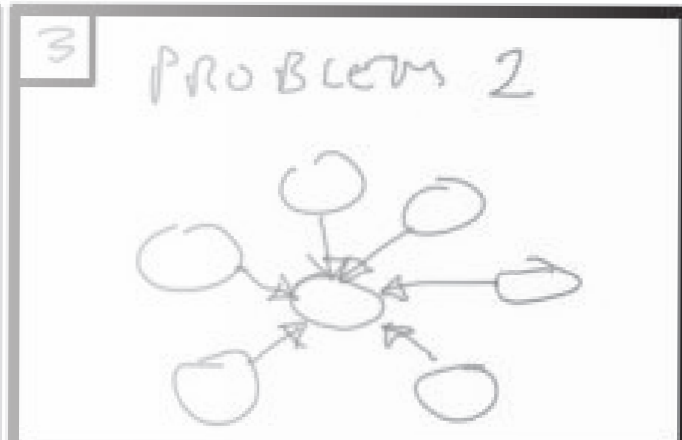
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Make It Your Own Template

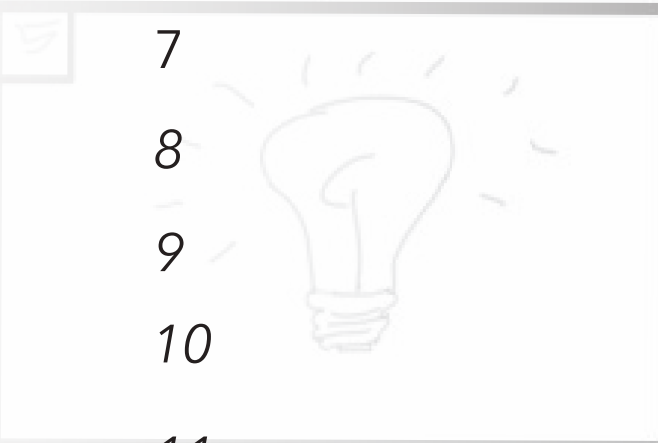
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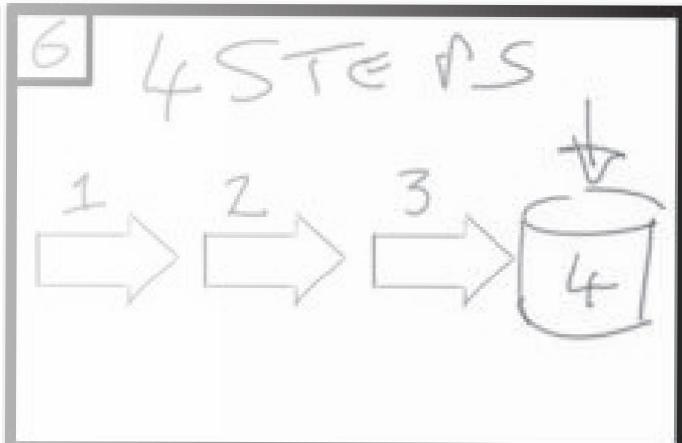
*We found out that this is costing you all a lot of money (Animated sequence of coins dropping through a funnel)*



*Explain how everything is causing a blockage (Animated arrows into middle circle)*



*Explain how we came to our new way of dealing with the issues. (explain case study 1)*



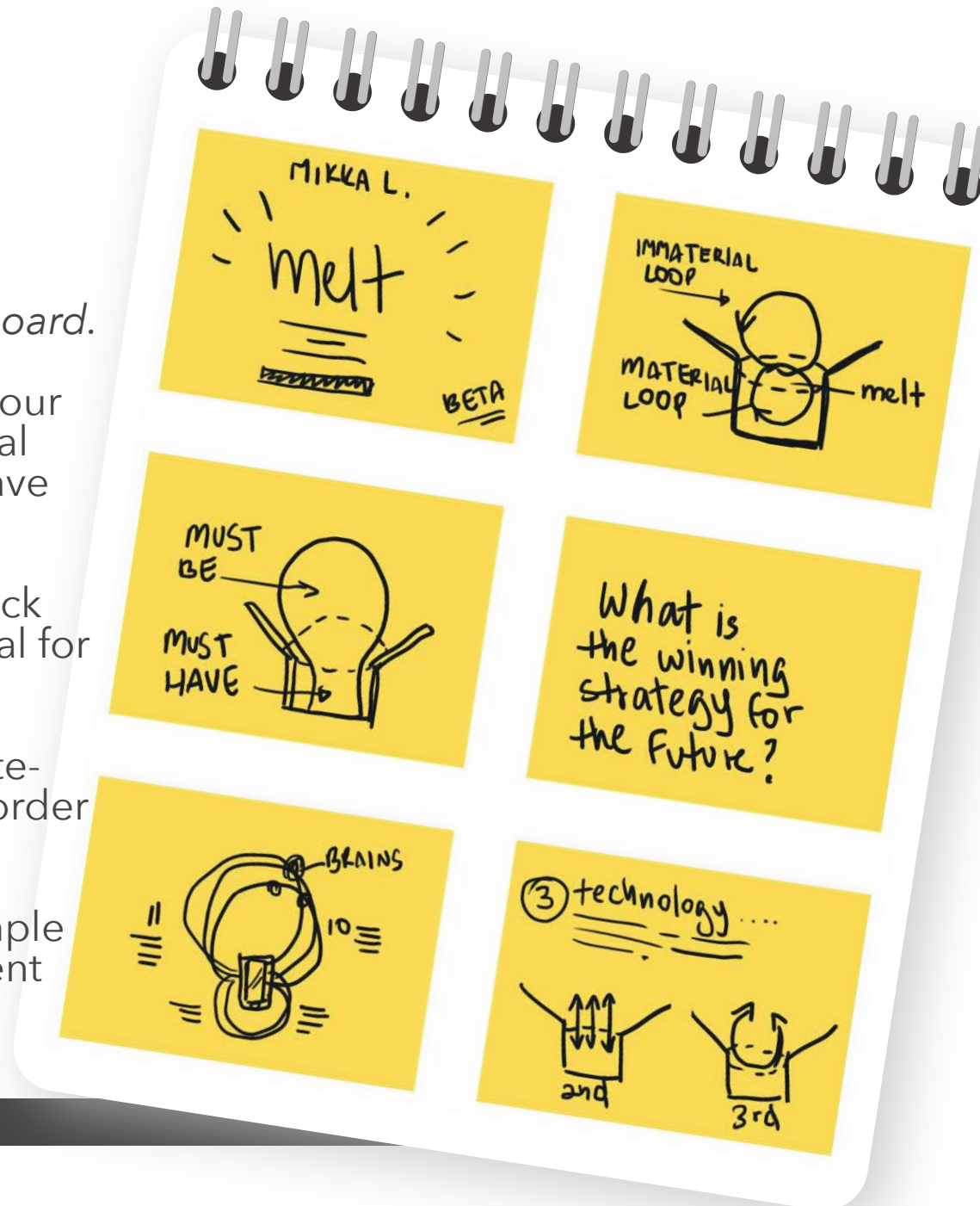
*Show how in 4 steps we saved our client over 80% costs and freed up their resources.*

# STORYBOARDING

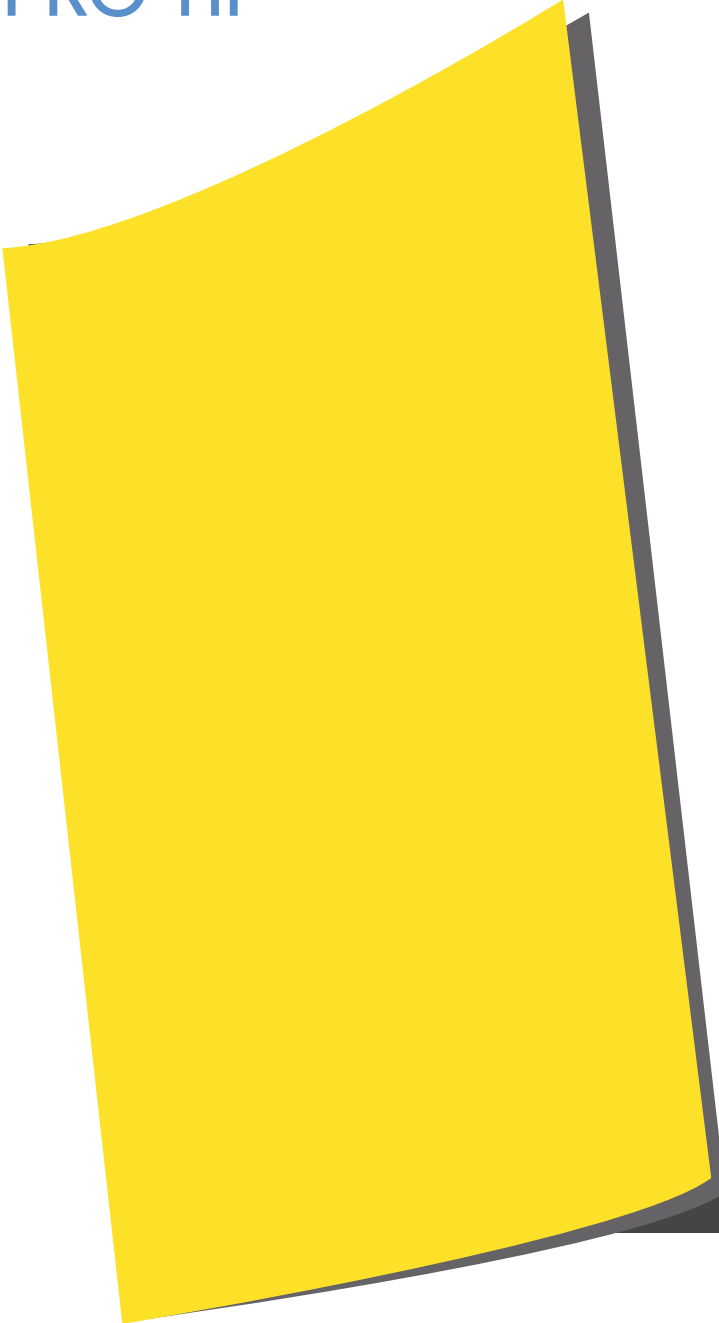
A storyboard is a graphic organizer that consists of illustrations with very brief descriptions displayed in sequence for the purpose of pre-visualizing a motion picture, animation, or presentation.

*Here is how to quickly make a storyboard.*

- 1 Write the major points or topics of your speech down, one for each individual storyboard frame or sticky note. Leave room so you can draw on it as well.
- 2 Take each topic card and draw a quick sketch on the card to serve as a visual for the topic.
- 3 Lay your cards out on a table or whiteboard and move the cards into the order you would like to present them.
- 4 Compare your structure to the example structures further down this document and make changes as needed.



## PRO TIP

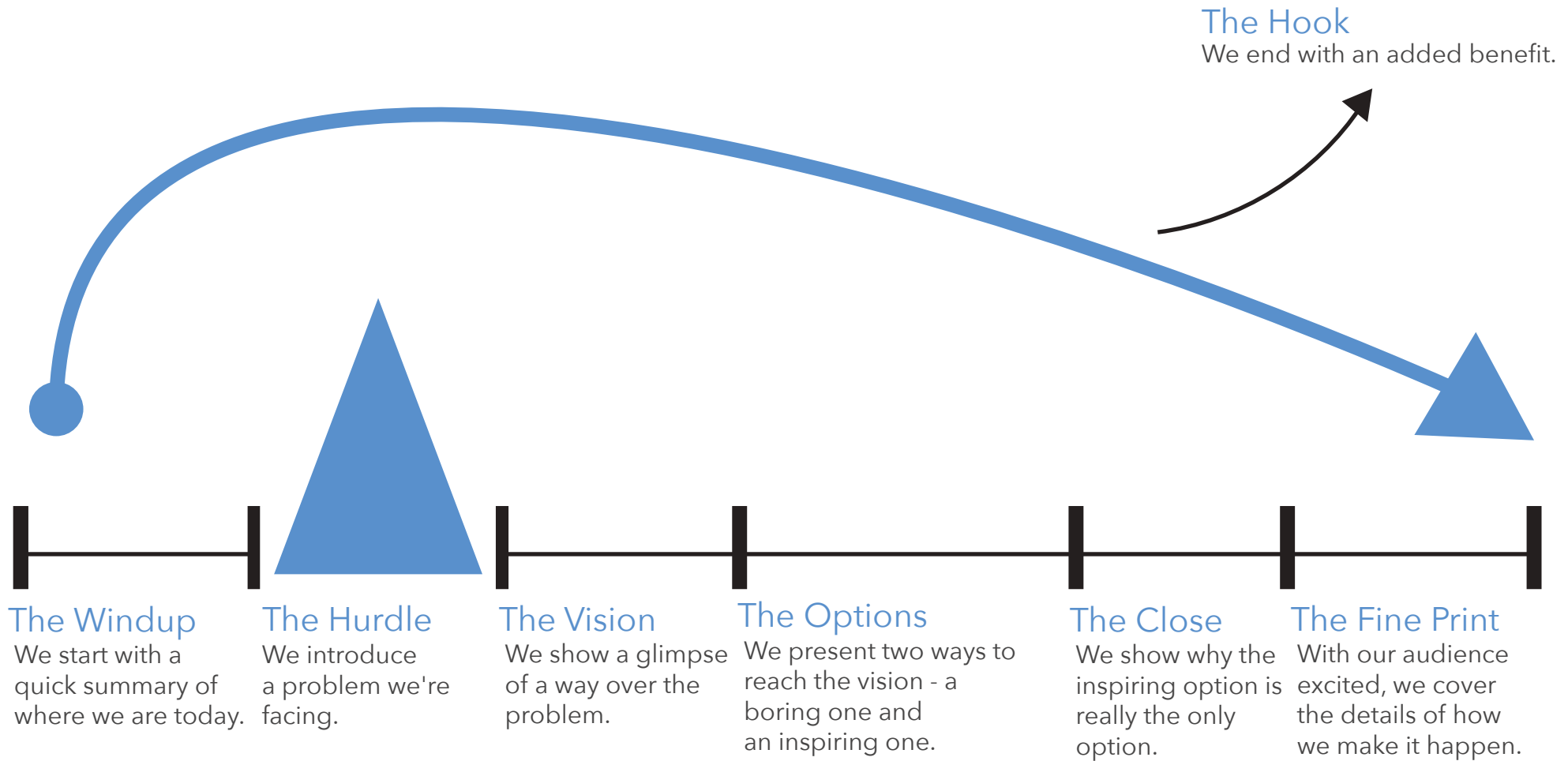


You also can easily use sticky notes to create a storyboard. We prefer the 5x7 sticky notes but any will do. Draw what you want the slide to be on each sticky and then paste horizontally on a whiteboard, desk or wall.

Your drawing are not meant to be perfect! Just sketch the concepts. Now you can easily move story sections around to form your speech. The stickies will now serve as early drafts of your final designs.

# THE PITCH

Recommends a new action or solution



source: [www.visme.co](http://www.visme.co)

THE PITCH

TITLE

PAGE

The Windup

The Hurdle

The Vision

The Options

The Close

The Fine Print

# THE DRAMA

Based on the hero's journey, inspires a new belief or way of looking at the world.

★ **The Lesson**  
We come away with a new gift that we'll never forget.

One fine day...

Maybe everything isn't perfect, but we're doing okay.

**The Challenge**

**Happiness**

**The Return**

We don't just make it home, we burst through into a whole new world of possibility.

Out of nowhere comes a problem we can't ignore.

**Descending Crisis**

As we grapple with the problem, things go from bad to worse until we hit Rock Bottom.

**The Worst**

We lie there awaiting the end. All hope is lost.

**Rock Bottom**

**The Discovery**

Wait a minute, what's this? We suddenly see a way out.

**The Rise**

Through abilities we never knew we had, we fight our way back to the surface.

source: [www.visme.co](http://www.visme.co)

# THE DRAMA

TITLE

PAGE

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**One Fine Day**

**Descending Crisis**

**The Worst**

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**The Rise**

**The Return**

**The Lesson**

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# SITUATION-COMPLICATION-RESOLUTION

In the consulting world, or in B2B sales, Situation-Complication-Resolution is a common presentation structure. It's a three-act structure, linked by two words: "but" and "therefore."

## Situation

What's happening now. An unbiased view of the current conditions.

## Resolution

The proposed product/service or solution that meets the challenges. Make sure you have evidence to add credibility to the story.

BUT...

THEREFORE...

## Complication

The challenge ahead. Use data to back this up. It shines a light on the problem and adds tension to the story.

source: [www.visme.co](http://www.visme.co)

# SITUATION-COMPLICATION-RESOLUTION

TITLE

PAGE

Situation

But...

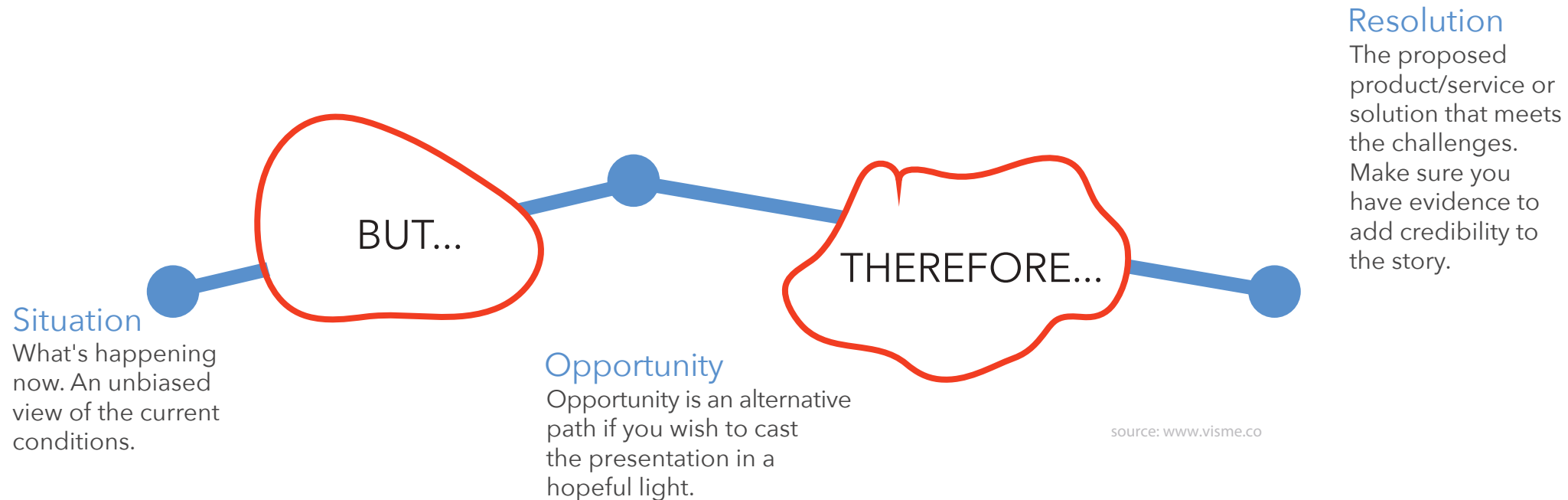
Complication

Therefore

Resolution

# SITUATION-OPPORTUNITY-RESOLUTION

A variation of the previous model, the Situation-Opportunity-Resolution story structure simply replaces the complication with an opportunity, linked by “but” and “therefore.”



# SITUATION-OPPORTUNITY-RESOLUTION

TITLE

PAGE

**Situation**

**But...**

**Opportunity**

**Therefore**

**Resolution**

# HOOK, MEAT, AND PAYOFF

A story structure frequently used by fassforward Consulting Group, this is a simple formula that starts by engaging your audience with a hook (such as a provocative question or a story) and then proceeds to deliver the meat of your presentation and end with an effective conclusion that circles back to the introduction.

## Hook

A way to give the audience a sense of what's coming and have them leaning forward in their seats.

i.e. rhetorical question, provocative statement, personal story.

## Payoff

A call to action that invites the audience to participate.

remember

understand

## The Meat

A way to easily organize the presentation so that the audience knows where they are and can follow along.

i.e. list, timeline.

engage

source: [www.visme.co](http://www.visme.co)

# HOOK, MEAT, PAYOFF

TITLE

PAGE

Hook

The Meat

The Meat

The Meat

The Meat

Payoff

MAKE IT YOUR OWN

TITLE

PAGE