



How to *build* a story?

PART 1

The Inside Out Framework

Doing an in-depth research for developing material for your story using a list of questions.

PART 2

Storyline

Understanding how narratives are built around a central character, how are challenges solved in the story, and what are the lessons learnt from it





PART 1

The *inside out* Framework



A story is anything that can change the way humans look at the world around them. It's sometimes a gift of incalculable value. The goal for this lesson is to brainstorm from a short, prioritized list of questions that you should ask before developing the details of the story.



The **Inside Out** Framework



Why – The Reason



Where – The Location



Who – The People

What – The Core

How – The Process



When – The Timelines

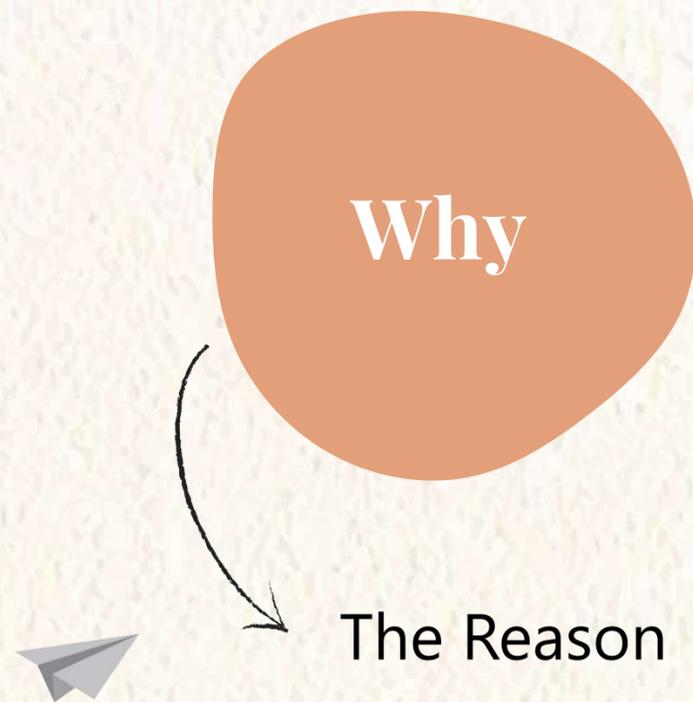


Remember

- 
- Give focused & contextual answers only
 - Make it personal & truthful



The Inside Out Framework



Please tell us why does this story matter to YOU personally?

What's your involvement and what's at stake for you?

Also, think about your audience before developing the story and why does it matter to them?

Is this story important because your viewers are uninformed or uninterested? Do they take this topic seriously enough? Are they looking to take some actions on this subject? How would you like them to think or act after reading/watching this story?



The Inside Out Framework



Tell us everything about where this story is taking place?

Tell us everything about where this story is taking place? Help us understand where is the location of the story, why does it matter and why is it interesting? Is there any significance or history about the location?

Can you think of any other locations that are similar to the ones in your story, or you could draw comparisons with?



The Inside Out Framework



Who

The People

Who are the people you are talking about in your story and why?

Tell us everything that you know about the people you are talking about. Are there multiple groups of people? Who are they and what are their characteristics? What are their shared beliefs and values? What work do they do and how? What do they like and what are they known for? What challenges are they facing?

Do you have actual names of people or communities involved in the story? Do you have any story or anecdote or a personal experience of interacting with these people and communities?



The Inside Out Framework



What

The Core

What are the top 3 things you want people to know?

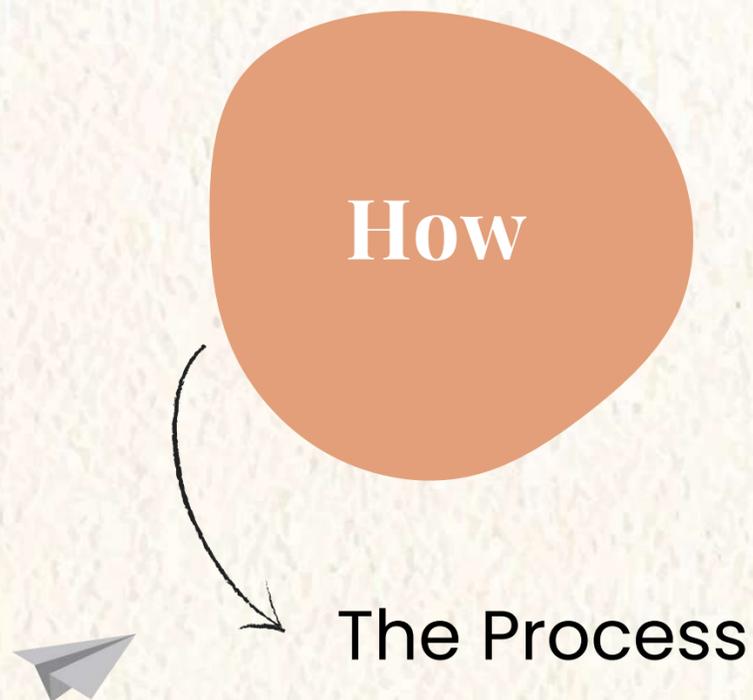
- Tell us about the most crucial and important things you think people **MUST** know about your work and story?

What is the biggest **take away/ insight/ lesson** from your story? Was there something that really surprised you or delighted you?

What is the most interesting thing about your story or work that you feel people **DON'T** know?



The Inside Out Framework



How does everything work in your story?

Please describe the 'before & after' situation of your story. How were situations bad and unfavorable before and why?

What's the secret recipe? Tell us how things happen in your story? What major problem is being solved? Is there a certain process or way to solve or do things? Can you describe how the situation became better and what does success mean?

Please use references and analogies to build your viewers' understanding.



The Inside Out Framework



When

The Timelines

Help us understand the timelines in your story.

What is the chronology or the order in which important things happen in your story? When did it start, when will it end? Which were the turning points or most important milestones in your story and why?

If everything goes as planned in your story, how would the future look like? Please provide a vivid imagination for your audience.

Complete the following sentence: So, what's going to happen next is that _____.

(you may provide as long a response as you like)

