

HOW TO USE A STORY STRUCTURE

Pellekan II e03p4 [Film and share life-change e03]

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This episode contains three blocks, written to be extracted as individual clips for a training course on YouTube and other social media platforms. Every individual clip starts with a "Hook" mentioned in this script.

YouTube thumbnail for 7-minute episode: Picture: Medium shot of three hosts in set or recording location. Text: "How to use a story structure". Smaller text: "Film and share life-change > episode 03". Text has priority.

FADE IN:

1. INT. LIVING ROOM - DAY

Topic: >>Write down your story<<

YouTube thumbnail: Picture: ADEEL pointing towards camera with expression "important", also handwritten story on paper. Text: "Write down your story". Smaller text: "Film and share life-change > video 07".

Hook: CHESSY, ADEEL and TARIK sitting at tea table talking.

ADEEL

(to camera, to viewer)

Tell your story. It makes a difference in people's lives. Hello and welcome back. My name is Adeel. With my friends Chessy and Tarik we guide YOU to film and share your life-changing story. Use a paper to:

2. INTRO - ANIMATION

Graphic animation music and text: "Write down your story". Possibly animation of YouTube thumbnail.

NARRATOR

Write down your story.

3. INT. LIVING ROOM - DAY

Adeel, Chessy and Tarik sit at tea table. Empty A4 paper and a pen is on table. Action according to spoken text.

ADEEL

(to camera, to viewer)

Did you find more "ingredients" - more elements - for a testimony video? Maybe. Just let us know.

TARIK

(to camera, to viewer)

Do you have friends who help you with filming your testimony? Friends are important. Tell your story to your friends. Or write down your story yourself. Just see how we do it.

CHESSY

It's all about your story, Adeel.

ADEEL

I'm happy to tell my story.

CHESSY

So nice to see you happy. That was not always the case, right?

ADEEL

That's right. I don't want to go back to that time.

CHESSY

But we have to - at least for the video.

Adeel agrees with gesture.

CHESSY (CONT'D)

Now what happened in your life? Start at the beginning. I will write down keywords because we need a plan.

ADEEL

Yes, fine.

CHESSY

Please.

Text on screen: "Because this tutorial is scripted, we use the testimony of another person."

ADEEL

I was born in a traditional family, but I didn't have a strong connection with my religion. Some problems came into our family. My parents created trouble for me. So I left my home when I was just 12 years old.

Chessy's hand writing. Maybe overlayed/superimposed with paper of the keywords = planning paper. All keywords should be readable on the screen. According to the template file. Maybe as scroll or better in blocks.

ADEEL (OFF SCREEN, CONT'D)
 I had friends on the street so I
 left home and joined them. And
 those friends had some simple
 drugs, just to have fun.

Chessy finishes writing.

Text on screen: "The story is longer". Side by side with
 Chessy talking.

CHESSY
 (into camera to viewer)
 Of course the story of Adeel is
 longer. We will learn more in the
 next videos.
 When somebody tells you their
 story, let the person finish
 talking. If you want to know more
 in some parts, then ask questions
 later. Thank the person for their
 honesty.

CHESSY (CONT'D)
 Well done, Adeel. Thank you for
 being so honest with us. We have
 the outline of your story.

TARIK
 Well, I have a question, Adeel. You
 said: "My parents created trouble
 for me." What kind of trouble did
 your parents create?

Chessy is writing keywords on the planning paper while Adeel
 is talking.

ADEEL
 My parents argued a lot. My father
 started drinking alcohol. He beat
 me up a lot. Of course I didn't
 like that. I had no reason to stay
 at home. That's why I left and
 joined my friends.

TARIK
 Wow. Thank you for telling us.

4. INT. LIVING ROOM - DAY

>>Outro for Social Media<<

Call to action (CTA) displayed graphically and with keywords.
 "Film and share life-change" is displayed when mentioned.
 Person talking is visible all the time.

TARIK (CONT'D)

(into camera, to viewer)

Please outline your own story in the same way. Have your friend write it down for you.

CHESSY

(to camera, to viewer)

Do you want to read Adeel's story completely? We can send it to you. Just write to us. You find us in connection with "Film and share life-change".

ADEEL

(to camera, to viewer)

Remember: Your story makes a difference. It can draw people closer to Jesus Christ [Isa al-Masih].

TARIK

(to camera, to viewer)

That is correct. It's worth the hard work. If you have any question or comment, please contact us. We'd love to help you.

CHESSY

(to camera, to viewer)

Every great story has a structure. In the next video we talk about a very famous story structure. See you.

ALL

(to camera, to viewer)

Bye bye.

Short graphical credits and contact details. No fade to black. Consider an extra export with 20 seconds end screen time for YouTube.

5. INT. LIVING ROOM - DAY

>>Outro for 7-minute episode (broadcast and YouTube)<<

ADEEL

(to camera, to viewer)

In the same way your friend can write down your story after this video. In the next part of the video we talk about a very famous story structure. Stay tuned.

ALL
(to camera, to viewer)
See you.

6. BRIDGE - ANIMATION

Short graphic animation (without text) as a fade or whoosh with music or sound effect to bridge to next topic.

7. INT. LIVING ROOM - DAY

Topic: >>Use a story structure<<

YouTube thumbnail: Picture: Chessy holds old Bible with expression "yes", also old Bible in background. Text: "Use a story structure". Smaller text: "Film and share life-change > video 08".

Hook: Chessy with old Bible.

CHESSY
(to camera, to viewer)
Movies have a story structure. Also books. Also this book, the Bible. Maybe it's the same structure? Let's check it out. Welcome. My name is Chessy. With my friends Adeel and Tarik we support YOU to film and share your life-changing story. Also for your testimony video:

8. INTRO - ANIMATION

Graphic animation with music and text: "Use a story structure". Possibly animation of YouTube thumbnail.

NARRATOR
Use a story structure.

9. INT. LIVING ROOM - DAY

Adeel, Chessy and Tarik sit at tea table. Planning paper with written story of Adeel is on table. Also empty paper and pen. Action according to spoken text.

CHESSY
(to camera, to viewer)
Let's find out how movies are structured.

ADEEL
Why a structure for my video?

TARIK

It gives you a guideline to keep track of what you want to say. Your video has a direction.

CHESSY

Otherwise you go here and there in your talk. Viewers will have a hard time following you.

ADEEL

Okay, I agree.

CHESSY

There are different structures for a movie.

Tarik shows tablet with research on "movie structure".

TARIK

This triangle is the thing we are looking for. It's called "Freytag's Pyramid". Some call it "Three Act Structure". It has different names.

CHESSY

So basically it's like this triangle.

Chessy draws a triangle shape and the words according to text on empty paper = story structure paper.

CHESSY (CONT'D)

We have "Exposition" - that is the introduction to the story. Then "Inciting Incident". That is the conflict when the problems starts. Then we have "Rising action". That leads to the "Climax", where the story is at its peak. The peak can be positive. For example, the happiest moment or a resolved situation. Most of the time the peak - the climax - of a story is negative. For example, the most frustrating moment or the finally broken relationship. Then "Falling action" and "Dénouement". That is a French word. In English we can say resolution
[in addition write: "Resolution"]
to keep it simple.

CHESSY

Tarik, do you have that video of the structure of the Bible?

TARIK

Yes, somewhere. - Here it is. The biblical story structure.

Tarik starts video from tablet.

10. INSERT - ABOUT BIBLICAL STORY STRUCTURE PART

Use Freytag's pyramid. Pictures, graphics and text according to narration.

NARRATOR

In the beginning God created the heavens and the earth.
 The creation of the earth is the "Exposition", the introduction, to the story of the Bible.
 Then Adam and Eve disobeyed God. That's when the problem started. We have the "Inciting Incident", the conflict. The connection between mankind and God was broken. But God wants to be close to his creation. He wants to be connected with mankind.
 God tried different things to restore the connection with his creation.
 First, God chose the family of Noah to start again. But still, people were not honouring God after a while.
 Then God chose Abraham and his descendants to be a special nation honouring God. Again, people were not obedient to him.
 Then he gave the ten commandments and other rules to follow. But people were unable to follow all the commandments.
 Then he sent prophets to his people. But people did not listen. It did not work out to reconnect with mankind.
 We call these "Obstacles" or hurdles. So these obstacles hinder the main character - in this case God - to reach his goal.
 We call this part in the story rising action.
 In this part God tries to reach his goal: to be re-connected with mankind.
 But people are sinful. They needed to be purified in order to connect with the holy God.

All these obstacles lead to the "Climax".

The climax of the biblical story is Jesus Christ [Isa al-Masih]. His crucifixion and resurrection. With the offer of his life Jesus Christ [Isa al-Masih] paid the price for us to be connected with God again. Often in a story and in a movie the climax is the lowest or darkest point. Where the situation is really bad.

God sent Jesus Christ [Isa al-Masih] to open the way to be re-connected with mankind. Whoever follows Jesus Christ [Isa al-Masih] is closely connected with God. Then we have the "Falling Action". Everything after the climax. We live in this period of time. And it leads to the "Dénouement". Which is the "Resolution". The end of the story. The end of the story of the Bible is heaven. Eternally and fully connected with God. Goal reached. Mission accomplished.

11. INT. LIVING ROOM - DAY

Continue with Adeel, Chessy and Tarik sit at tea table.

CHESSY

I call this structure the biblical story structure. Actually, many movies are structured in this way. Later we will structure your story in the same way.

12. INT. LIVING ROOM - DAY

>>Outro for Social Media<<

Call to action (CTA) displayed graphically and with keywords. "Film and share life-change" is displayed when mentioned. Person talking is visible all the time.

TARIK

(to camera, to viewer)

For now you can try to find the main points of your own testimony story.

(MORE)

TARIK (CONT'D)

Where is your: "Exposition" the introduction, your "Inciting Incident" the conflict, your "Rising Action" with the "Obstacles", your "Climax", your "Falling Action" and your "Dénouement" the Resolution. If you are unsure, don't worry. We will explain in a later video and structure Adeel's story. Online you can find the Freytag's pyramid.

ADEEL

(to camera, to viewer)

Or you write to us. We'd love to send you a picture of our story structure paper. You find us somehow in connection with "Film and share life-change". We are more than happy to connect with you. See you in the next video about one thing which is not in the Freytag's pyramid but still important.

ALL

(to camera, to viewer)

Bye bye.

Short graphical credits and contact details. No fade to black. Consider an extra export with 20 seconds end screen time for YouTube.

13. INT. LIVING ROOM - DAY

>>Outro for 7-minute episode (broadcast and YouTube)<<

ADEEL

(to camera, to viewer)

First, we need to talk about one thing which is not in the Freytag's pyramid. That's in the next part.

ALL

(to camera, to viewer)

See you.

14. BRIDGE - ANIMATION

Short graphic animation (without text) as a fade or whoosh with music or sound effect to bridge to next topic.

15. INT. LIVING ROOM - DAY

Topic: >>Attract with a hook<<

YouTube thumbnail: Picture: Tarik forming a hook with finger with expression "that's it", also a fish on a fish hook.

Text: "Attract with a hook". Smaller text: "Film and share life-change > video 09".

Hook: Tarik sitting or standing. Gesticulates with face and hands while talking.

TARIK

(to camera, to viewer)

This - is the hook. To catch your attention.

Welcome. My name is Tarik. Together with my friends Adeel and Chessy we guide YOU to film and share your life-changing story.

You can also:

16. INTRO - ANIMATION

Graphic animation with music and text: "Attract with a hook". Possibly animation of YouTube thumbnail.

NARRATOR

Attract with a hook.

17. INT. LIVING ROOM - DAY

Adeel, the testifier, his friends Chessy and Tarik sit at a tea table. Planning paper and story structure paper on table. Action according to spoken text. Continue at end of previous clip.

CHESSY

Let's start with a hook to attract our viewers.

Chessy writes "Hook" in the upper part of the 2nd column of the planning paper.

CHESSY (CONT'D)

That's only a few seconds to get the viewer's attention. What interests a person to listen to your testimony? Something from your story. For example you could say: "I wanted to end my life. But there was this stronger power."

Chessy writes on planning paper with story: "Wanted to end life, stronger power"

CHESSY (CONT'D)
And then you continue with
introducing yourself.

ADEEL
Just like this? No explanation,
nothing?

TARIK
Exactly. You don't tell the fish:
Here is a hook and you need to
catch it! No. You just throw your
hook in the water.

CHESSY
That's another way to say it.

18. INT. LIVING ROOM - DAY

>>Outro for Social Media<<

Call to Action (CTA) displayed graphically and with keywords.
"Film and share life-change" is displayed when mentioned.
Person talking is visible all the time.

CHESSY (CONT'D)
(to camera to viewer)
Do you already have an idea for the
hook of your story? Then write it
on your paper. From now on we call
this paper planning paper.
If you have any question, please
find us somewhere in connection
with "Film and share life-change".
We are more than happy to connect
with you.

TARIK
(to camera to viewer)
In the next video we will structure
the story of Adeel according to the
Freytag's Pyramid.

ALL
(to camera, to viewer)
Bye bye.

Short graphical credits and contact details. No fade to
black. Consider an extra export with 20 seconds end screen
time for YouTube.

19. INT. LIVING ROOM - DAY

>>Outro for 7-minute episode (broadcast and YouTube)<<

Call to Action (CTA) displayed graphically and with keywords.
"Film and share life-change" is displayed when mentioned.
Person talking is visible all the time.

TARIK

(to camera, to viewer)

I just got reminded: Do you have friends who can help you film your testimony?

Friends are important. Tell your story and let one of them write it down. Or you write your story down yourself.

Remember: Your story makes a difference. It can draw people closer to Jesus Christ [Isa al-Masih].

CHESSY

(to camera, to viewer)

That is correct. It's worth the hard work.

You can try to find the main points of your own story. Where is your:

"Exposition" the introduction, your "Inciting Incident" the conflict,

your "Rising Action" with the "Obstacles", your "Climax", your

"Falling Action" and your "Dénouement" the "Resolution".

Maybe you already have a great "Hook" to catch viewer's attention.

If you are unsure, don't worry. We will explain in the next episode and structure Adeel's story.

Online you can also find the Freytag's Pyramid.

ADEEL

(to camera, to viewer)

Or you write to us. We'd love to send you a picture of our planning paper.

You find us in connection with "Film and share life-change". We are more than happy to answer your questions and receive your comments. See you in the next episode. We will give Adeel's story a structure.

ALL

(to camera, to viewer)

Bye bye.

Graphical credits and contact details with behind-the-scenes footage and music. Fit time to seven minutes. Consider an extra export with 20 seconds end screen time for YouTube.

FADE OUT: