

# The Story Map Template

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Five fields. One sentence per field, first pass. The discipline of compressing each field forces you to find the load-bearing version.

## Pick your frame

- Ethical / human-impact (what's right and wrong)
- Economic (cost, return, fiscal responsibility)
- Environmental / community-impact (system, place)
- Health / safety (immediate well-being)

## The five fields

### Hook

*One sentence that makes the listener want the next sentence. Concrete and specific — a sound, a sight, dialogue, a small object. NOT a speech opener.*

### Character

*One specific person. First name, one concrete detail. Not a category. "A typical district student" is a statistic in a Halloween costume.*

### Conflict

*What is happening to this person that should not be happening. One sentence. Implicate the room.*

### Turn

*The moment something shifts — a decision, a discovery, a request, a refusal. Most beginners skip this; skipping it makes the story flat.*

### Resolution

*A specific ask, not a feeling. "I am asking [audience] to [specific action] by [specific date]." If you can't write it that way, your Three Circles aren't narrow enough yet.*

## The 5-point self-check

- Is the hook concrete?
- Is the character one specific person with a name?
- Does the conflict implicate the room?
- Is there a real turn, not just a buildup?
- Is the resolution a specific ask with a date?