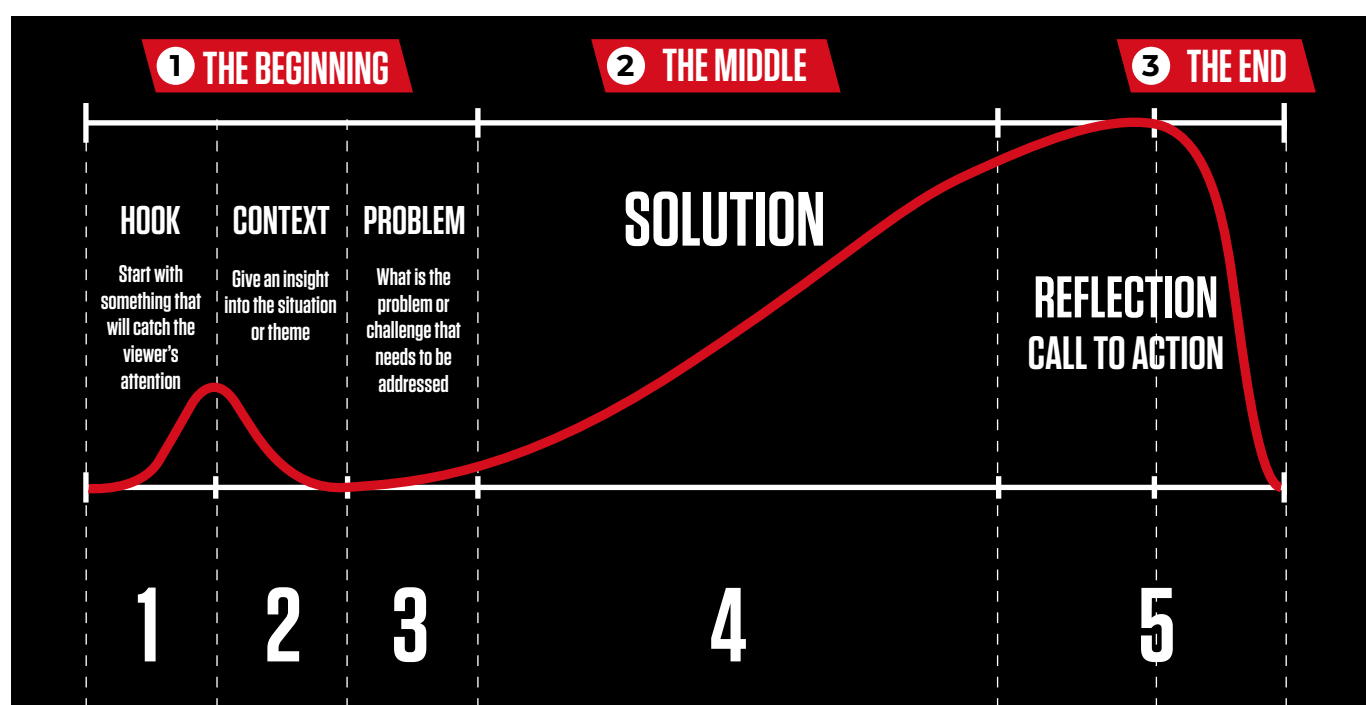


YOUR FIRST STEPS INTO STORYTELLING



Great videos have one thing in common – they all tell compelling stories. Whether you are creating a commercial, a social media post, or a YouTube video, it is the narrative that captures attention, stirs emotion, and makes your message unforgettable. Stories bring your videos and your brand to life, and they can have a powerful impact on your audience. So why not create a story for your next video?

THE THREE-ACT STRUCTURE



1 THE BEGINNING

THE HOOK

The first few seconds are key to capturing your audience's attention. Start the video by showing or saying something relevant to your target audience. This could be a question or a statement that draws them in.

EXAMPLES

- Have you ever created a video and felt like no one cared?
- Did you know that 50% of people X and Y?
- I used to stress about spending too much time on social media, then I found this trick...

CONTEXT

Give your audience a quick introduction to the setting or situation. What happened? How did it happen? Who was involved? Keep it brief and clear so the audience understands what's going on.

2 THE MIDDLE

THE PROBLEM

What is the problem or challenge you're facing? This is the heart of your story. Ask yourself: What was at stake? What was difficult? What went wrong? Sharing real experiences and struggles helps build an emotional connection with your audience.

THE SOLUTION

Now comes the turning point. What did you do to solve the problem? How did the situation change? What was the outcome? This part shows growth, action, and resolution.

3 THE END

THE CONCLUSION AND CALL TO ACTION

Wrap up the story with a reflection. What did you learn? How did it affect you? How can it help others?

End with a clear call to action – what do you want your audience to do after watching your video? It can for instance be to follow your account, contact your business or visit your website. This creates a concrete action for the audience and momentum. Ending the story with the conclusion and the call to action gives your story meaning and a lasting impression.

For more tips to how you can take your videos to the next level [visit our webpage!](#)

