

THE

STORY
TELLING

ALMANAC

stu.dio

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WHY STORYTELLING WORKS

Typically, when people start making content for their personal brand or business they copy a hook, regurgitate value for 30-45s, and then are clueless as to why their videos get no views and their account does not grow.

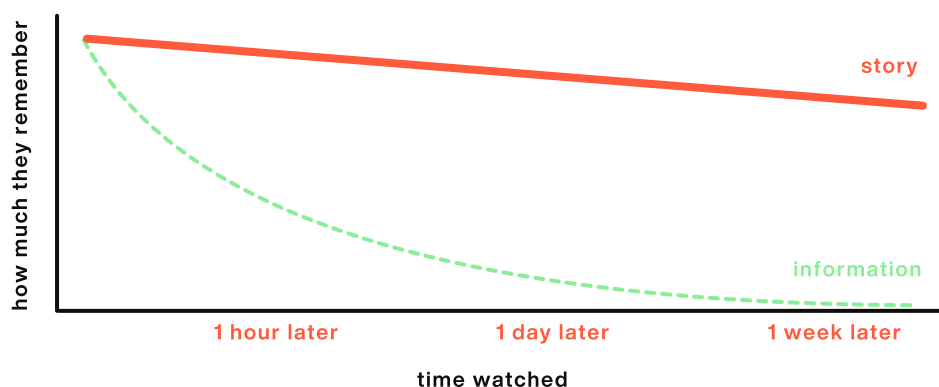
But consider the type of content you actually remember watching/are likely to save; sure, learning a new fact is cool, but when something truly resonates with you, that piece of content has the ability to stick with you and make you reflect on yourself. Consequently, that content is also the type that outperforms yours and grows deep-knit brand communities. Because when we think about the amount of reels posted and consumed daily, if your videos are not making the viewer truly feel something, they can and will forget you.

But a story is different, they are what makes people feel things, and when you make people feel things, they remember you. People relate to people through shared experience. When someone watches you struggle and win, they start to feel like they know you. That feeling begets trust, and trust begets people to follow you, and it's what (be)gets people to buy from you.

You're also probably MUCH better at it than you currently think you are. Any time you've ever recounted something, you have been storytelling. What this almanac does is take that innate skill and give you a structure you can apply to content, which in turn allows you to:

- Have people trust you before they ever talk to you, fostering community among your audience.
- Have people watch to the end and actually remember/be inclined to follow you.
- Have your story to bring in an audience that buys without second thought.

INFORMATION VS STORY



THE FIVE PARTS OF A GREAT STORY

Movies have used the same five-part storytelling structure for hundreds of years, and if it works to keep people watching and coming back to 2-hour+ films, it sure as heck works to keep them watching a 45-second reel.

So this is the exact step-by-step process I've used (and use) to get millions of views across my storytelling videos:

#1 The Hook:

Name a specific goal and what's standing in the way.

#2 Rising Action:

Show yourself working toward the goal, and show how hard it is.

#3 The Second Conflict:

Halfway through, something goes wrong. (#rehook)

#4 The Climax:

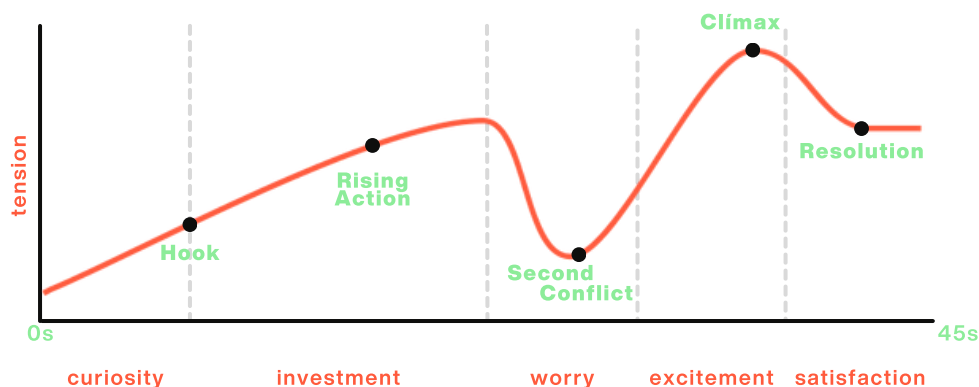
The turning point. (with the music hitting right on the moment.)

#5 The Resolution:

You reach the goal, and it feels earned.



STORYTELLING the five parts



#1

THE HOOK

The hook is the first line of your video, and as every content guru has probably been shoving down your throat, it decides if anyone watches the rest.

Luckily, writing hooks for story videos is a bit easier, as the hook has one job and one job only: name a specific goal and a specific problem. Not just saying a topic like I know a lot of you want to do, it means stating a goal, and the thing in the way.

Topic (people scroll)	Goal + problem (people watch)
"Growing a new account"	"Can I make \$1,000 in 7 days on an account with zero followers?"
"Starting a business"	"I quit my job with \$2,000 in the bank and 60 days to land a client."

The goal gives people something to root for and the problem makes them doubt you'll get there. That doubt is what keeps them watching.

Now, having a goal and problem in your hook is good, but a GREAT hook has three layers:

Verbal: This is the goal + problem. It needs to be a promise of a payoff and the most interesting sentence in the video. You want to open a loop in the viewer's mind that they psychologically can't close until they see what the result is. (Also, it helps if it is 15 words or fewer.)

Visual: Movement in the first second. Try three quick camera angles: sitting down at your desk, walking into frame, moving your hands, or really anything that involves rapid acceleration of something to pull the viewer's eyes in.

Text: Either a text hook with a captivating sentence that further draws them in or word-by-word captions that come in while you say them (3-5 max on screen at a time).



A few more rules before we move onto the hook formulas and templates:

- Use numbers, deadlines, and specific dollar amounts.
- Say it out loud during the scripting phase of production. You want it to sound natural.
- Write the hook last, once you know the parts of the story you've included in the script.

5 HOOK FORMULAS

Every good story hook has a goal, a problem, and stakes (a deadline, a number, or a consequence). And, because I know just how hard hook writing can be, I've prepared 5 hooks to act as baseline for you to work off of.

1. The "Is it possible" question

Is it possible to [goal] in [time] even though [problem]?

"Is it possible to make \$1,000 in 7 days with zero followers?"

2. The challenge

I have [time] to [goal], and [problem].

"I have 30 days to land my first client, and I've never sent a cold DM."

3. The confession

I [embarrassing truth], so I'm going to [goal] by [deadline].

"I've been a videographer for 10 years and have 400 followers, so to prove I'm not a loser, I'm hitting 10K by my birthday."

4. The before and after

[Time] ago I was [pain]. Now I [result]. This is the [time] it changed.

"Two years ago I edited wedding videos for \$300. Last month I made \$30K. This is the day it changed."

5. Start in the worst moment

[The worst moment]. [Time] earlier, [what you were trying to do].

"It's 2 a.m. and I'm re-editing this for the fourth time. Six hours ago I thought it'd take 20 minutes."

Quick templates

- I've always wondered if I could [challenge].
- [Time] ago I promised the world I'd [goal].
- Day 1 of trying to [goal] with [problem].
- I'm a [who you are] who [pain].
- I wasted [time] doing [thing] wrong.
- Everyone says [common advice]. I'm doing the opposite.
- If I don't [goal] by [deadline], [consequence].
- I figured out how to [goal], and I'm going to prove it in [time].





RISING ACTION

This is where most people **lose the viewer**, thus killing the video before it even has a chance to get to the good part.

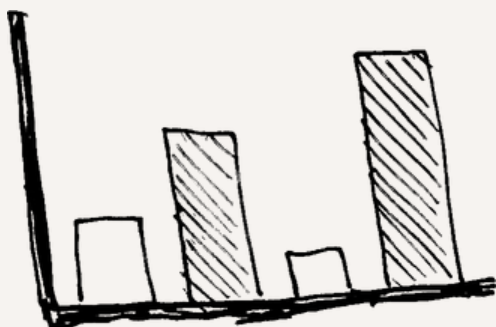
Rising action is the section of the video where you **show yourself actually working toward the goal**, and you make it clear how hard it is. If your hook is "Can I make \$1,000 in 7 days with a new account?", people need to feel how far away you are on day one.



This is because **a win only feels big if the struggle to get there felt big**. Consider if the knight just walked his way into the keep, one-shot the dragon, and rode off into the sunset with the princess, that would be a very boring story. (and also makes you look like you're bragging, which is not a way to build trust) The fact that he got lost in the woods, was struck down, and barely made it out alive is what invigorates the reader.

HOW TO WRITE IT:

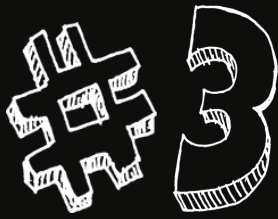
- Keep it contained to 2–4 short sentences.
- Use specific language. Not "I was struggling," but instead; "It's day 3, I've posted four videos, and my best one has 212 views."
- Use the "but, so" storytelling rhythm. Something goes wrong (but), and you react (so). "We're on day five and we've only gotten 1000 views, BUT I did some research so I know exactly how to change that."



HOW TO SHOW IT:

(a lot of creators make the mistake of just talking about a story when they are literally in the perfect medium to show it)

- Old footage: Clips or photos from when it actually happened.
- Your hands doing the work: Typing, editing, packing orders.
- Close-ups of proof: The low view count, the empty sales page.
- Props: Writing on paper/sticky notes, using small objects to explain the bigger picture or recount events, etc. Consistent prop usage is a great way to start building your visual language.



THE SECOND CONFLICT

About halfway through, people start guessing how your video ends, and once they can guess the ending, they have no reason to stay for it.

So at about two-thirds of the way through the video when they're just about to sum you up: **you mention another problem, the stakes increase**. Just when it looks like you'll make it, it looks like you won't.

Common second conflicts:

- **The setback:** the thing you counted on **fails**.
- **The twist:** your win turns out to be a problem. "40,000 views. Zero sales."
- **The clock:** You're running out of time rapidly. "It's day 5 and I'm at \$80."
- **The doubt:** The moment you almost quit.

Use what actually happened, do not make up drama, that's super lame.

Lines to pull them back in:

- "That's when it hit me..."
- "And here's where I messed up..."
- "I was doing it wrong the whole time."
- "I could never have imagined what happened next."



Editing tip: Cut the music to silence right when things go wrong. The silence exaggerates the pain and makes it hit even harder.

#4

THE CLIMAX



The **climax** is the turning point and the moment the goal finally comes to fruition.

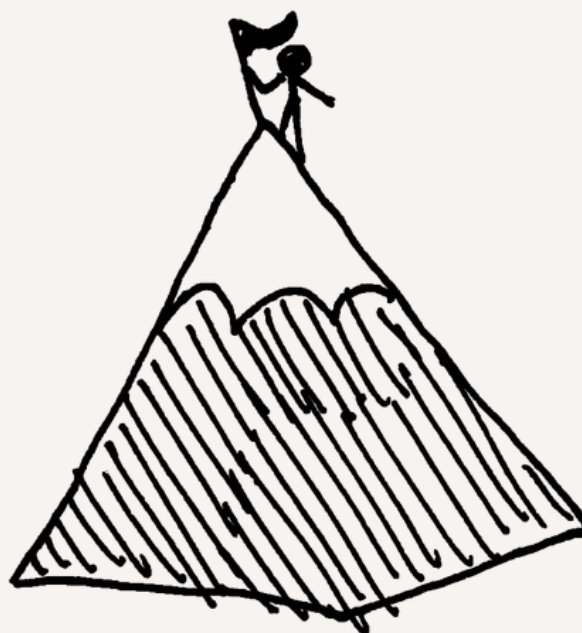
The music does the heavy lifting here. Line up the beat drop of your preferred background music with the exact moment of your climax. When the music and the story peak together, people feel it before they understand it.

How to write it: One clear moment, 1–2 sentences. Not "I slowly figured it out," but "This was the moment that changed everything."

HOW TO LINE UP THE DROP:

1. Find the exact moment of your climax.
2. Find the exact beat drop in your song.
3. Line them up on your timeline.
4. Right before the drop, add a short pause or a bit of silence to build tension.

Pull songs from your favorite movies or shows. Full scale production scores were made to make people feel a big moment. You can also use your favorite songs by searching "[**song name**] instrumental" (you don't want the lyrics to fight with your voice.)



#5

THE RESOLUTION

The resolution is where you explain that you hit the goal. (duh) Ride the music of the climax to keep the momentum going.

Again, this moment will only feel earned if people watched you struggle for it. If you showed the struggle, your win feels like their win too. This parasocial bond (albeit short) is what turns a viewer into a follower.

HOW TO GET THE ENDING RIGHT:

- Answer all outstanding questions and close every open loop. Cliffhangers make the video feel unfinished and the viewer feel cheated.
- Show the result, use a real number if you have one. "Day 7: \$1,140."
- Give one lesson. Ask yourself: what did this teach you that they can use?



And finally, **add a soft call to action**. They've stuck with you for a minute during their doom scroll and are more interested in you right now than they'll be until you capture their attention again.

Invite the next step (follow, dm, comment, or purchase) without sounding salesy. (It helps to ease into it with a "So" or "And")

- "So if you're where I was on day one, comment 'STORY' and I'll send you the template."
- "And follow along. Next week I'm trying it with \$0."

join studio

Now that you know the structure, you need reps and feedback. Knowing the five parts is step one. Getting good at them takes practice, plus someone who can watch your video and tell you exactly which part isn't working. That's what the Studio Membership is for. It's the same thinking I use with my full Parasocial clients, plus a direct line to me.

Inside the Membership:



- Your own 1-1 channel with me. Send a draft, a script, or a finished video and get notes back on what to keep, cut, and fix.
- Your brand thesis, built for you: the outcome you want, what you need to be known for, and the plan to get there.
- Your associations: the visual language and on-camera identity people connect to you on sight.
- 3-4 format briefs mapped to your funnel, covering exactly how to shoot, caption, and edit each one.
- A monthly 1-1 call with me to walk through your direction and whatever's stuck.

(I only take 12 members at a time)

JOIN THE MEMBERSHIP

*Not ready for 1-1?
Grab the Studio Stack for \$29: every lesson, template,
and editing asset I use. → [click here](#)*