



S1E4: How to get your audience to care about your science



Welcome to your DIY resource!

Use this worksheet over and over again to create the hooks for every science story you want to tell. Add them to your science communication toolkit and you will be prepared to grab your audience's attention in your next scicomm project. By the end of this, you will have your own mini movie trailer for your science.

List some key facts and stats about your science

Jot down some emotions you want your audience to feel

Why is this area of science interesting to you

Who/What are they key characters or scenes in your story

Use this space to start creating your different science story hooks

Now you have created your hooks,
get planning your project!

If you have any questions, please get in touch. You can find me @soph.talks.science on Instagram and I hope you found this helpful. Use this over and over to help bring your science stories to life with your scicomm.

