**Video Blog Story Formation : 3 Act Structure**

The three act structure is a narrative model that divides stories into three parts — Act One, Act Two, and Act Three, or rather, a beginning, middle, and end.

**ACT 1: What is my Setup?**

The setup involves introduction of the characters, their story world, and some kind of incident, typically a conflict that propels us into the second act. If it is a review vlog, it builds on the subject that is to be reviewed and asks question (if applicable) e.g How good is the new iMac? etc.

Type to enter text

**ACT 2: What is my Confrontation?**

The middle of your story should raise the stakes, you want the audience to keep watching. This is the main chunk of the story and often leads us to the most jaw dropping or challenging thing that can happen to the character. If it is a review vlog, it speaks on key pointers about the subject and could look at pros and cons of a product.

Type to enter text

**ACT 3:** **What is my Resolution?**

And the end should bring some kind of catharsis or resolution. If it is a review vlog, it answers the questions raised in the set up. E.g I the new iMac is good because…

Type to enter text