

# "Be Original. Be Brave. Trust the Process."

## A Guide to Storytelling By Jona Cemneri (EUSTORY Alumni)

If there's one thing I've learned while working on stories, it's this: the best ideas don't always arrive in a perfect, polished form. Sometimes they show up casually in a morning coffee with friends, in a random conversation, in a thought that feels "too small" to matter. Don't ignore that moment. Some of the most brilliant stories start exactly like that: messy, unexpected, and easy to dismiss. But if you give them a chance, they can grow into something powerful.

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### 1. Start with originality

Originality isn't about inventing something nobody has ever thought of before. It's about your perspective, the way you see the world, the way you ask questions, the details you notice, and what you choose to focus on. So when an idea pops into your head, even if it feels random or simple, write it down. Hold onto it. Explore it. The idea that seems "small" today might become the story that surprises everyone tomorrow.

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### 2. Be creative with the format

A story can be told in countless ways, and that's the beauty of it. You can animate it. You can draw and film it yourself. You can screen record. You can use AI tools. You can mix interviews, voiceovers, photos, archives, music, whatever fits your story. There is no single "right" way to tell a story. The only wrong move is limiting yourself because you think it must look a certain way. Let your imagination run wild, and choose a format that makes your message feel real.

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#### Originality

Find small ideas, be unique



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#### 2. Creative format

Experiment and be flexible



# Trust the Process

## 3. Don't let perfectionism kill your idea

Perfectionism is one of the biggest reasons good stories never get made. Your idea might feel too risky, too complicated, too messy, or too hard to execute. That's normal. It doesn't mean it's a bad idea, it usually means it's a real one. Give it your best shot. Roots & Reels is not about perfect films, it's about real perspectives. What matters most is authenticity: what you see, what you learn, and what you want to share.

## 4. Don't give up, insist on the story

Sometimes the hardest part isn't filming or editing, it's getting the information. You might need that interview. You might need that person to answer. You might need a source, a document, a detail that takes time. Keep searching. Keep asking. Research is slow, and that's okay. The process of finding the truth is part of what makes the story meaningful.

## 5. Trust the process, even when it feels like too much

At some point, you'll gather everything: video clips, audio, interviews, notes, data, and it will feel overwhelming. Like you have too much, and you don't know where to begin.

When that happens, step aside. Take a break. Come back later with fresh eyes. Trust me: things start falling into place when you give yourself space to think. Storytelling is not a straight line, it's a process.



## 📌 A final note

**Take the risk. Tell your story. Believe that it's worth telling.**

History needs young people. It needs you. It needs fresh voices, new questions, and creative ways of looking into the past. I can't wait to see what you create.

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