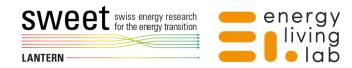
Step-by-step guide to writing a story



Step 1: Identify the purpose of your story

- Ask yourself: Why am I telling this story?
- Decide if the goal is to inform, persuade, inspire, or entertain.
- Keep the main message clear throughout the story.

Step 2: Define your audience

- Who will read or listen to your story?
- Consider their interests, knowledge level, and emotions.
- Adapt your language and tone to make it relatable.

Step 3: Choose a story structure

- A strong story follows a structure that makes it engaging, maybe using the Three-Act structure (see canva S24)
- **1. Beginning** Introduce the main character, setting, and the problem.
- 2. **Middle** Show the challenge, struggle, or transformation.
- **3. End** Resolve the story with a conclusion or a key takeaway.

Step 4: Develop your characters

- The audience should connect with your characters.
- Give them real emotions, struggles, and goals.
- Show their growth or change throughout the story.

Step 5: Create conflict and resolution

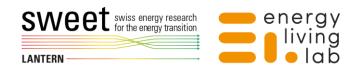
- Every great story has a challenge to overcome.
- Think about: What problem does the character face?
- The resolution should feel satisfying and aligned with the story's purpose.

Step 6: Use sensory details

- Help the audience experience the story by showing instead of telling.
- Describe sounds, smells, sights, and emotions.



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Step 7: Keep it simple and engaging

- Avoid long, complicated sentences.
- Use **dialogues** to make it natural.
- Read your story aloud—does it flow smoothly?

Step 8: Include an emotional hook

- What will make your audience care?
- Use emotions like joy, sadness, excitement, or fear to make it memorable.

Step 9: End with a strong takeaway

- What do you want the audience to learn or feel after your story?
- Summarize the key message in a clear, impactful way.

Step 10: Edit and refine

- **Cut unnecessary details** that don't add to the story.
- Make sure the message is clear and engaging.
- Ask someone else to read it and give feedback.



Unseen Studio, Unsplash, <u>link</u>

