

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, [link](#)

