

Putting Your Story Together - Basic Tick Boxes

Whether the story is told in word, pictures, or both, here are some ideas on how to frame it effectively.

At the heart of every powerful story is its connection to the passion of the storyteller.

And if you are telling the story for somebody else, you need to express that passion from his or her perspective.

Be clear on the following:

1. **Purpose:** link the passion to a purpose

*“By crafting a story that you are passionate to tell **because it serves a real purpose**, your stories will have bigger impact on the world”.*

Try and find a short title that makes this purpose clear.

Link the purpose to the person whose story it is.

- The person whose story it is has to be comfortable with the opinions shared as theirs, this is one way to make sure that they will be happy with it being "out there".
- To share the passion the person whose story it is should shine through, for example by telling it in the first person, or ask questions of the person who lived the story, for them to answer.

2. **Include Components that Captivate:**

- a. **Heroes.** Who are the heroes of the story? It's about seeing and understanding the effort made, not so much the success, which captures attention.
- b. **Emotions.** What are the key emotions that are part of this story? How do they make you (the storyteller) feel, and can we make others feel them too? (E.g. anger, disgust, fear, happiness, sadness, and surprise)
- c. **The Unexpected.** Include a twist and/or highlight the unexpected.

3. **Work to a Structure/Framework.**

- a. **The Trigger** – the “a’ha” that brought this story out – the “we must do something about this”.
- b. **The Context** – details about the daily context, to give perspective.
- c. **Unfolding the Story** (specifics of what happened next)– clarify the actions, reactions, interactions and influences that either pushed the story towards negative or positive outcomes.
- d. **Reaching the end** (what is the happy ever after.... or not?) For this series we need to include some idea of “proof” that this end was achieved.

The order is not fixed; starting at the end can be effective. Try different orders, and see what works best for your story, and for your audience.

And then you might choose to add,

- e. **What's next** ...how you plan to make sure the end is not the end, but the beginning of a better tomorrow?

4. **Simplicity.**

Be simple and focused, the thread must be easy to follow. Is that extra layer of detail really needed to keep on track? If not chop it.