Craft a compelling story

Setting

Where does your story take place?

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Audience

Who do you need to hear your story? Who will help you achieve your goal?

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Plot

What is the central conflict driving the story? What happens? What is the potential negative outcome of that conflict, if it is unresolved?

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The victim/s

Who gets hurt? Who are the bystanders whose lives will change for the worse?

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the villain

Who is the bad guy? Note: The villain may not always be a person; it could be an institution, for example, or a bad circumstance.

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Your ordinary hero

Who is the (ordinary) hero of the story? What action do they take to change the story?

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Structure of such a story

A story is the most powerful way to deliver a message. Every story follows a common a narrative arc – a beginning, rising tension, and climax as the hero makes a choice, with action falling into a resolution. Have you also incorporated the message that will speak to your audience (values + threat + solution)?

1. Introduction: Introduce your main character.
2. Set up the plot: what is going wrong?
3. Rising action: What is the choice and action that needs to be made?
4. Climax. Tension should peak here. Character makes fateful choice/action.
5. End the story with the outcome of that choice and the resolution.

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