

TIPS FOR CREATING GREAT STORY



IT'S ALL ABOUT THE MESSAGE

WHO



IDENTIFY YOUR
AUDIENCE

HEADLINE OR TITLE



ATTENTION
GRABBING
ACTIVE VOICE
POWER WORDS
CONCISE
SHORT

WHEN



DATE & TIME
TO TAKE ACTION

WHAT



YOUR MESSAGE

WHAT DO YOU
WANT THEM TO
KNOW/DO?

WHY



"THE HOOK"

WHY ARE YOU
DOING THIS?
WHO IS
BENEFITTING?
WHY WOULD
OTHERS WANT
TO JOIN?

WHERE



LOCATION & WHERE
TO FIND MORE
INFORMATION