

# 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