

Worksheet for your Success Story

Title of your Story:	
Question	Your answer
Who is the audience of your story? <i>A story is most effective when it is tailored to one specific audience.</i>
Communication objective of your story <i>What should the audience know, feel and/or do after reading the story?</i>
Key message of your Story in 1 or 2 sentences.
Who are the characters in your story? <i>Who is the hero? Who are other main characters? (for instance: a farmer, a staff member of your NGO, a community leader, a government official) Give your characters a name and describe them to make them come alive. For instance: 'Carlos is a 48 year old farmer. He is strong and smart, has grey hair and wise, shiny eyes.'</i>
Your Success Story: (3-5 minutes = 400 – 700 words) <i>Tips: If your story should persuade the audience to support your project or organisation, a story which evokes emotions is most effective. Sensory details (describing specific experiences of sight, sound, touch, smell, and taste) are a great tool to engage the reader. They pull the reader into your story because the reader will experience what you or what the hero of your story experienced. So when you write your story, try and remember what you saw, heard, touched, smelled, and tasted in the location you are writing about, and use it.</i> <i>Specific personal information about the hero and characters in the story will help the reader to identify and relate to them, opening doors for emotions. Using quotes - let your characters speak- helps to touch emotions too.</i>