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(Easy) Tips for Writing Captivating Stories



Use Proper Structure

Great stories follow the three-act structure:

Act 1 - Introduction/Setup of the characters along with the *inciting incident* (the thing that sets the protagonist on a journey).

Act 2 - Rising Action, or Confrontation, is where the ups and down of the story occur, driving the protagonist to learn something new.

Act 3 - Resolution is where the story's plot wraps up and the *climax* - the dramatic question - is answered.



Create Conflict

You can write a good story without conflict, but the vast majority of *great* stories ooze with conflict because conflict drives us forward on a journey.

There are 2 types of conflict:

1. Internal
2. External

And within those, the protagonist is in conflict with: *themselves, another person, nature, the supernatural, technology, or society.*



Target your Audience

Try **not** to paint with a broad brush. It's tempting to have one message/story that you share with everyone, but what you find compelling, I may not.

Instead, write it specifically for your audience (which can change):

- Marketing professionals
- Seniors
- Investors
- CEOs
- Owners
- Doctors
- Middle class
- Nurses
- And more...