



# THE FUNDING NETWORK AUSTRALIA

## Copywriting for compelling storytelling

### Module 3 Handout

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Copywriting is one of the most critical elements of storytelling. This handout will help you determine the best structure for your story and ensure it includes the key elements of an engaging and truly memorable story.

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#### NINE STEPS TO STRUCTURING YOUR STORY & CRAFTING MEMORABLE COPY

1. **PURPOSE:** Outline why you are writing this particular story. What do you want to achieve?

*TIP: What is the intended purpose of the story? Do you want to raise awareness of your cause, shed light on your beneficiaries or talk about your program and the impact it's having? Try to articulate the purpose in one simple sentence.*

2. **RESPONSE:** Outline the response you want to illicit.

*TIP: Think about the ideal audience response. What do you want your audience to think and feel after hearing / reading your story?*



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### 3. AUDIENCE: Who do you want to reach? What motivates them?

*TIP: Describe the characteristics of your audience; their traits, attitudes, interests and values. What are their fears and desires? What influences their decision making? What types of publications are they reading – is it online/offline?*

### 4. MESSAGE: Identify one or more key messages you want to convey in the story.

*TIP: The tip here is to keep it simple. Choose just one message you want to convey and keep coming back to this.*

### 5. DATA: List three stats, facts and other detail you want to convey.

*TIP: While it's important to include detail and data, it's good practice to select the top three that are most important and include only these. You don't want to swamp your audience with facts and stats that will detract from the heart of the story.*



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6. **STRUCTURE: Act One** – set the scene, introduce the protagonist and give them an insight into what the story will be about.

*TIP: This is where you introduce all the major characters plus the world they live in. Once you've set the scene, you can introduce the complication to capture your audience's attention.*

7. **STRUCTURE: Act Two** – the body of the story. Describe the main elements of your story and take your audience on a journey.

*TIP: The second act is referred to as "rising action". This is where you introduce the challenges of the protagonist and paint a picture with words through detail.*

8. **STRUCTURE: Act Three** – conclusion and resolution

*TIP: This section features the resolution of the story and is where you tie up any loose ends.*



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9. CALL TO ACTION: What steps do you want your audience to take after reading/hearing your story?

*TIP: Think about a specific action you want your audience to take. Is it to donate? Is it to visit your website? Or, apply for your program?*