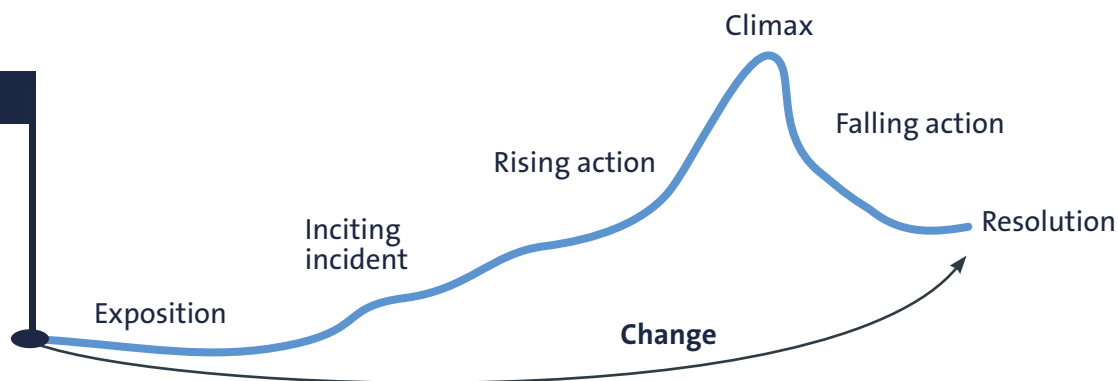


What's your (science) story?

What makes a story: All stories have an arc

Start here



Consider what path your story may take: Stories follow narrative structures

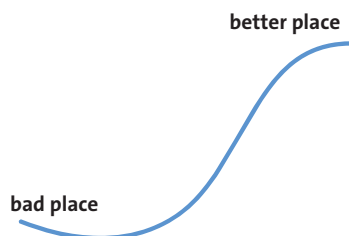
"Man in the hole"

Start at "normal", something bad happens, need to dig out of the hole back to normal or slightly above.



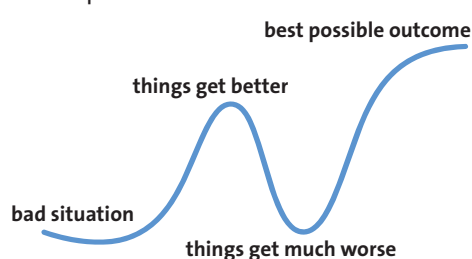
"Rags to riches"

Start in a bad place, end up in a better place.



"Cinderella"

Start in a bad place, things get better, then they get much worse, then the best possible outcome.



How to personalize your story: Adding color and context

People

Add interest and personalize your story with personal details and a diverse cast.



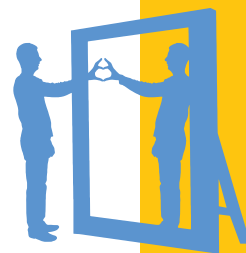
Suspense

Keep your audience wondering what happens next.



Sensory details

Allow your audience to envision themselves in the story by incorporating sensory elements, i.e., what you can see, feel, smell, and hear.



Concluding your story: End on a positive note

Hope is more powerful than fear. Stories that end on a negative point may instill stress or anxiety in your audience. End on a hopeful or positive note to inspire your audience.



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Craft your (science) story

Crafting your story is a lot like writing a manuscript. Break it into chunks — start with the results or conclusions, think about the take-home message, then work backwards to craft your story.

What's the take-home message of your story?

Consider what you want your audience to remember.

What (or who) has changed in the story?

A story without change is an anecdote. If you hope to change, inspire, or convince, show your audience it's possible by illustrating change in your story.

How does your story begin?

What's your opening scene? Allow the audience to imagine themselves there by adding sensory details.

What is the rising action and falling action?

What obstacles are there to overcome, and just as importantly, what is the road to resolution after the climax?
