

# STORYTELLING TIPS

- The stories that do best on our platform are honest, authentic, and personal. They tell a clear narrative of the author's experience. It follows a story arc pattern: The story begins, it guides us through the details, it hits a climax, and then the story ends.
- A strong story is detailed. It goes below the surface and isn't cliché.
- A strong story paints a picture in the reader's mind.
- We recommend telling a story that you have healed from, something that you aren't still currently working through. This is to ensure that you don't damage any emotional or psychological wounds that are currently trying to heal.
- A strong story isn't just about the events that occurred, but the important part is how you felt about the events that occurred.
- A strong story is about making a human connection with the audience. There has to be something that the reader can identify with.
- Stories always have a beginning, middle, and end. (While this is common sense, it is worth repeating).

## WHAT NOT TO DO:

- We typically avoid featuring stories that use the word "stigma" or phrases like "diminish/squash/eliminate the stigma". We all know this thing exists but the focus is on telling these stories, not acknowledging that stigma exists. We normalize things like emotions and mental illness by talking about *them* and not the stigma.
- We don't recommend blatantly ending your story with a lesson or message for the reader. They don't need to be told what to take away from the story. End the story with how it ended in real life whether that's where you're currently at or something else. Be real, be authentic. People will take away what they need from hearing your story rather than being handed a lesson.

**Contact us with any questions/comments/concerns**