

How to tell a story to win your campaign

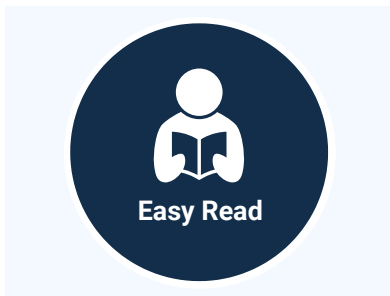
Easy Read guide
2023



How to use this guide



The Commons librarians wrote this guide.



We wrote this guide in an easy to read way.

We use pictures to explain some ideas.



If you would like this guide in an alternative format please contact us.

Contact details are at the end of this guide.



You can ask for help to read this guide. A friend, family member or support person may be able to help you.

What is a story



A story is a way of telling about things that happen.



Stories have characters like people or animals.



Stories can show different problems.

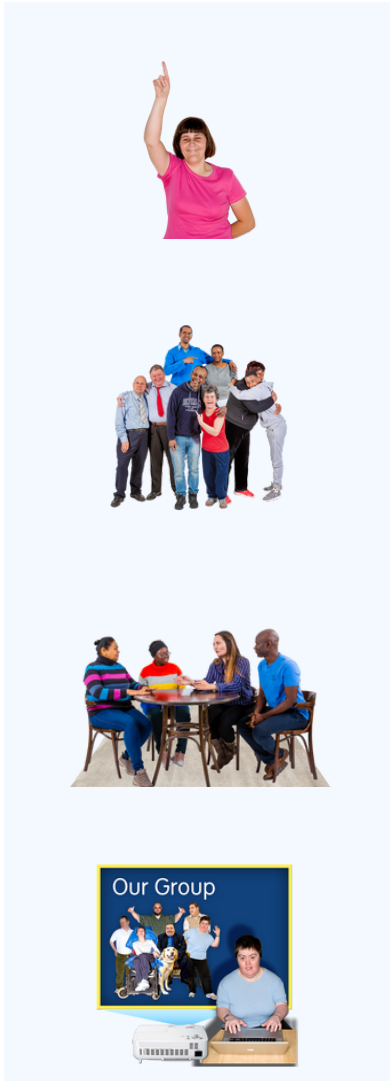


Stories can help you learn new things.



Stories can help you imagine different worlds.

Telling your story



This guide will help you tell a story

- to make the world better
- to people around you
- about what you all care about
- about what you want to fix



You can work through this guide with a friend.



How to Tell a Story to Win



1. Elements of story

Look at the parts of a story.



2. Sources of power

Think about the people who can help you create change.



3. Look at the other side's story

Consider what the other side's story is saying about your cause.



4. Focus on your audience

Write your story for your audience.



5. Write your story.

Start writing your story.

1.Elements of Story



1. **Conflict** in a story is a problem the characters must face.



2. **Characters** in a story are the people in the story.



3. **Imagery** in a story means using words to create a picture in the audience's mind.



4. **Clues** in a story show what will happen next.



5. **Beliefs** are what the reader must believe in order to think the story is true.

2.Sources of Power



1.Goal

What change are you trying to make?



2.Audience

Who are the people you want to persuade?



3.Target

Who are the people who can make the change happen?



4.Supporters

Who are the people who support your change?

3.Look at the Other Side's Story



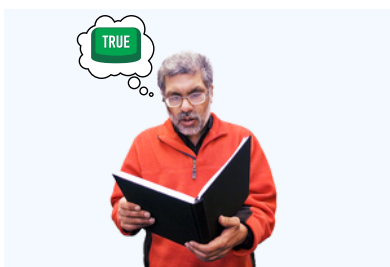
The **other side** means people who have views that are different to yours.



Listen to what the **other side's** story is saying.



How does their story work against the change you want to make?



Consider what we have to believe, in order to think their story is true.



For example, some people believe it is okay to exclude people with disability.

4. Focus on your Audience



Your **audience** is the people you want to hear your story.



Consider who your **audience** might be.



Be specific.

For example your **audience** might be disability support workers.



The aim is to see your story through the eyes of your **audience**.

5. Write your Story



What **conflict** will you use in your story?

For example, you might show how the government is excluding people with disability.



The **conflict** is people vs the government.



Who are the **characters** in your story?



What is the **imagery** that supports your story?



For example, if you want to show that people with disability can be included and happy you could use a picture like this.

6. Write your Story



How can you give **clues** that good things will happen if someone supports you?

For example, you could tell people how another country included people with disabilities.



Remember who your audience is.



Use beliefs of the audience that can support your story.



The story needs to make sense to the people who are listening.

Contact us



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More information

This Easy Read Guide is based on [Story Based Strategy 101](#) by the Center for Story Based Strategy.



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