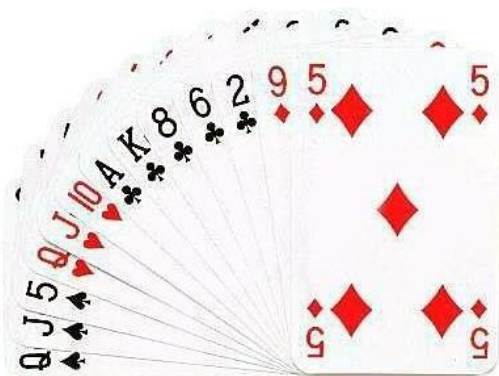


Ace card approach



Think of key highlights gleaned from a webinar (or an interview, research or conference) as a deck of cards representing everything you have in hand to write a story. To win the game, you need at least one ace card. Most of the rest you can ditch.

So, first choose your “wow” factors – the highest cards – the most interesting, intriguing, insightful things you learned from the webinar, and/or your interviews or story research.



The highest cards in this hand are the Ace of clubs, the king, two queens and two jacks – more than enough to spin a good yarn if they represent good ‘wow’ factors.

Three of those cards – or at very most five for an in-depth feature – will then form the key content of your story. You discard all the other cards, besides those essential to providing contextual backdrop, the 5 W’s and the H, biographical details, and anything else readers must know to understand what is happening.

How you then structure – play out your trump cards – is where the writing fun begins. Hopefully, you have at least one ace card up your sleeve, preferably the Ace of diamonds, simply because it has a good ring to it! 😊

And, as will often be stressed on this course, the surest way to discover what your best cards are, is to tell someone coming in cold to the whole story, what you found most interesting from an interview (or webinar). After that, write up what you told them without referring to your notes or a transcript, and you will have the bare bones of a story to play around with, using your ‘wow’ factors as pivotal story points.

Your challenge then becomes weaving these “wow factors” onto a central narrative thread. More on this to follow in our next Story Craft session: The beaded necklace.