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**SusTelling | Open Educational Resource | Modul 3 | Handout SusTelling: How do I write a story?**

This handout can help you structure your thoughts in five steps before you begin to write. The guiding questions should be answered. First, take keyword-type notes or draw a mind map with all your ideas. Don't proceed until you have everything written down. It's not important to be complete in this step. Afterwards, take a look at everything in your overview and take time to organize your thoughts once again: What can you already answer? What would you like to talk about with a friend who is open to the topic, and what would you like to talk about with a friend who is critical of the topic? What are you still missing to tell your story?

Step	Action	Guiding questions	Keywords for my story
<b>A</b>	<b>Reflect on your own stance.</b>	1. What is my goal in using sus-telling? Do I want to inform people? Do I want to help people make their own decisions and take action? Do I want to encourage people to act in a sustainable way?	
		2. What is my understanding of sustainable development?	
		3. What other effects could my story have on my audience? Which effects do I want to prevent?	



<b>B</b>	<b>Identify your target audience.</b>	1. Who is my target audience? Are they people who are already concerned about sustainability and have a positive and open mindset? Or are they people who aren't familiar with the idea of sustainability and need to be approached in a different way? What age are the people I would like to address?	
		2. What is important for my target audience? What values, stances and interests do they have?	
		3. What does my story have to do with the lives of my target audience?	
<b>C</b>	<b>Determine your story's effects.</b>	1. What effects do I want to achieve? What do I want to achieve for the target audience?	
		2. Which effects might my narrative have that I want to avoid?	
		3. Which sus-telling characteristics do I want to use to achieve these effects?	



<b>D</b>	<b>Develop a preliminary structure.</b>	1. Who are the characters? Who should I put at the center of the story?	
		2. How do I want the plot to unfold?	
		3. Which conflicts, developments and resolutions should build up the inner arc of tension and make for an exciting story?	
<b>E</b>	<b>Shape the story.</b>	1. How should the story begin, what should happen in the middle and how should the story end? Should I work with “time jumps” such as flashbacks?	
		2. Which stylistic devices would support my plot?	
		3. Which contextual information is important? Which is unimportant?	
		4. What tone of voice should the story take?	
		5. How interactive do I want my story to be? How much should my readers be immersed in the story?	
		6. Who are the characters? Who should I put at the center of the story?	