

The Moxie Book Story Grid

Stuck on how to write a compelling, sticky story? Print this out and scribble your ideas down on it...



Your Story Idea

How It Relates To Your Point

Who Is Your Main Character? (you/reader/client/other)

What Happened To Them? (their problem/pain)

Difficult Goal (what does your main character want to achieve?)

How Does Your Main Character Change? (as a result of what happened to them and what they may achieve)

What Is Life Like After They Achieve Their Difficult Goal?

Sticky Stories

Simple (what's the core of your idea—the most crucial goal of your story?)

Unexpected (how can you make your story memorable?)

Concrete (turn your abstracts into specifics)

Credible (include facts, details, real-life examples, research, and statistics)

Emotional (how do you/your reader/your main character feel?)