

## Cheat sheet

### The Riveting Power of Mini-Stories

*Mini-stories add drama and a splash of personality to your blog posts. Other bloggers may be sharing the same tips, but no one is telling the same stories.*

*Stories help make your content memorable, or sticky as Chip and Dan Heath would say.*

### The process for writing a good mini-story

How to write a good mini-story for a blog post:

1. Decide which problem you'd like to explain
2. Think of a personal story or example that can illustrate the problem
3. Write your mini-story:
  - Sketch a quick intro
  - Build anticipation to “squeaky bum time”
  - Transition to your lesson

A good story builds anticipation by giving the reader the feeling that something might go wrong. A quick series of action (*he did this, then that, and then...*) creates drama. The reader reads on because he wants to learn what will happen.

### A checklist to evaluate your mini-story

- ✓ You set the scene quickly: who, what, where?
- ✓ You use vivid details in a limited dose (edit, edit, edit)
- ✓ You create a sense of anticipation
- ✓ You create drama with a sequence of actions
- ✓ Your mini-story resonates with your ideal reader

Remember, a story is not about the person telling the story, but about the person reading it.

