

# Stories of Impact from the Mountain West

## *Writing Tips and Resources*

### Write a Catchy Headline

1. Use a subject and a verb — an active verb.
2. Describe what's in it for the reader.
3. Show why it matters.

Resources: [Write digital headlines both readers and Google will love](#); [9 tips for writing stronger headlines](#)

### Start With a Good Lead

If you're new to writing, start with a summary or a story.

- Emphasize one of the 5 Ws (who, what, when, where, why).
- Be specific, but brief.
- Don't overpromise.

Resources: [How to Write a Lead](#), [A good lead is everything — here's how to write one](#)

### Incorporate Ethical Storytelling Principles

- Frame people's stories around their assets and aspirations first, then their challenges.
- Prioritize the strength, dignity, and well-being of the people whose stories you're telling.
- Incorporate a process of informed consent, not just a signed form.
- Use words and images that convey respect and dignity.

Resources: [Understanding Asset-Framing](#), [Better Conversations about Ethical Storytelling](#), [Ethical Storytelling](#), [Ethical Storytelling: A Guide for Nonprofits](#)

### End Strong: So What? Now What?

- Summarize how your main points fit together.
- Share why the story is important.
- Explain what's next. If you want the reader to get involved, include a call to action.

Resources: [Conclusions](#), [How to Write a Conclusion](#)