

Features & Long Form

Communications & Media

Structures for stories that people choose to read rather than need to.

Structures and the machinery that holds them.

Structures

Narrative: chronology with a turn

Hourglass: news, then story

Nut graf: scene, then the point

Braided: two threads that converge

Circular: end where you opened

Machinery

A scene the reader can see

A person with something at stake

A nut graf that states the argument

Transitions that carry the logic

An ending that is earned, not summarised

The nut graf is the contract: after the scene, tell the reader plainly what this is about and why it is running now.