



Lu Chixaro's The Studio

THE SHOW & TELL CONTENT CREATION WORKSHEET

BUILD A SUCCESS STORY IN 15 MINUTES

Follow the steps below to create your shareable success story. Don't worry about getting the writing perfect during the first three steps. **Repeat as many times as needed.**

STEP 1

CHOOSE YOUR MOMENT

What's something you or your organization did recently?

Examples: hosted a workshop, ran an event, had a donation drive, used a new artistic method, partnered with another organization or creative, won an award

STEP 2

FIND YOUR WIN

What changed positively because of this action?

Examples: acquired new members, you or a client learned something new, made a new connection, someone shared the impact of your work

STEP 3

MAKE IT PEOPLE-ORIENTED

Can you tie this to a real person and moment?

Examples: a participant, a conversation, a staff member who excelled, a specific memorable moment during an event

Don't forget the details. What could you actually see, hear, or notice in that moment?

➡ **ONE MORE STEP...**



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STEP 4 PUT IT ALL TOGETHER

You can use the template below or get creative. Just make sure to include as many relevant details as possible. At the bottom of this sheet, you'll find recommended word counts or character lengths for different platforms and media.

Recently, _____.
(we / your org / I) (your chosen moment from step 1)

That means _____.
(we / your org / I) (your win from step 2)

What really made it special was _____.
(your real person/moment from step 3 + details!)

This is why _____ do this work. It matters because _____.
(we / your org / I) (why it matters)

If that's something you'd like to _____, get in touch via _____.
(try / be a part of / contribute to) (contact info)

THAT'S IT! YOU'RE READY TO POST.

RECOMMENDED WORD/CHARACTER COUNTS

Instagram/Facebook: 50 - 150 words | **LinkedIn:** 100 - 300 words | **Twitter/X:** 280 characters
Newsletter Update: 150 - 300 words | **Blog Post:** 500 - 800 words | **Case Study:** 800 - 1,000 words