

# How to structure your personal essay

This Personal Essay Template shows all the puzzle pieces and how they fit together. The middle sections can be various lengths. The kicker is optional.

## Beginning

You have 8 seconds to grab our attention. What is the scope of your journey?



Lead/Lede

Nut graph

Overview

## Middle

Each section shows a different twist. You're building drama and tension. Keeps us wondering what happens next.

For example:

- happy/sad development
- success/failure situation
- facing disaster/hope
- personal vs. professional problems
- unexpected events or people
- give us tension, drama



Section #1

Section #2

Section #3

## End

What do we learn and take away from your journey? We're ready to change. Give us your call to action.

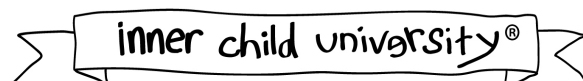


Takeaway

Call to action

Kicker

Template by:



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