

# The Turn: Writing Guide

Module 2.3 · Advocacy Academy · Steampunk Farms

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## What Makes a Turn Land

The turn is the single moment where the story pivots — where the old understanding becomes impossible to keep. It is the most important element of your Story Map.

### Four Rules for the Turn:

1. **It should be an experience, not an argument.** "The conditions changed my mind" is an argument in costume. "The egg was still warm and I couldn't put it back" is an experience.
2. **It should be specific.** Not "I visited a farm." But "The third cage had a hen with no feathers on her back, and she was looking at me."
3. **It should be short.** Two to three sentences maximum. 1st gear — short, punchy. The thunderbolt after the patient setup.
4. **It should earn the realization.** The reader should think: "After that, what else could you conclude?"

## Common Mistakes

- **The Summary Turn:** "I saw a lot of bad things." Too vague. Pick ONE image.
- **The Statistic Turn:** "90% of chickens live in cages." Data is not a turn. Make it sensory.
- **The Preachy Turn:** "That's when I knew we had to change the system." You're announcing, not arriving.
- **The Long Turn:** A paragraph of detail. Too much. Strip it to the single sharpest image.

## Three Examples

**Animal welfare:** "The egg was still warm. I looked at the cage — wire bottom, no straw, no space to turn around. I put it back."

**Environmental:** "The creek we used to swim in was foam-green. My daughter asked if it was poison. I didn't know what to say."

**Food transparency:** "I flipped the package over. Fourteen ingredients. I couldn't pronounce eleven of them. My grandmother made the same thing with three."