**Profile Unit: Summary of Examples, Key Ideas**

**Samples of Profiles We’ve Discussed** (Don’t recognize any of these? They’re still available as models, either in the text or on the course site. Catch up.)

**Discussed in depth:** Alex Lin (e-waste), Heather Penney (fighter pilot), Martin Curiel (farmworker to Harvard MBA), Kyle + Jesus (Working in the Shadows—factory workers), Blake Mycoskie & TOMS shoes, Will Allen (basketball player - Growing Power), Debby Tewa (Hopi Solar technician, prof)

**Samples posted on the course site**: Mompreneur, Uighur Food, Phillip Berber, Sudanese Lost Boys at SJSU, Student sleeping in her car, Dambisa Moyo, Scott the Scot, Noel Ramirez’s Liberian teacher

**Structuring a Profile**

**Narrative organization**: focus on the “plot”—events that make up a whole (example: the Lucky Fighter Pilot)

* Chronological—in order that events occurred
* Or break it up—use flashbacks and/or foreshadowing for emphasis or pacing
* You choose which scene(s) to flesh out with description, dialogue, etc. for emphasis
* The rest of the story (what you decide to include) can be more briefly summarized
* Profiles might include the story of your getting the story, your impressions of the person and place (if there’s a site visit) (e.g. “Scott the Scot”)

**Descriptive focus**: Create a dominant impression by using the following (example: Working in the Shadows)

* Sensory details to engage, persuade, clarify
* Examples (especially useful in double or multiple profiles—each profile being an example of the group)
* Dialogue—to help depict character
* Anecdotes—tiny stories to engage or clarify, often used in introduction

**Principles + supporting examples**, often with a “how-to” emphasis

* As in “Mompreneur,” focus on one example of the type and develop it fully
* As in Start Something that Matters”: each chapter is a principle with a profile of an exemplar of that principle