

THE RULES OF STORYTELLING

IN GENERAL

HERO'S JOURNEY

1. ONCE UPON A TIME..

Establish setting, time, and characters.

2. AND EVERY DAY..

Ordinary world: Tell how things were in balance.

3. UNTIL ONE DAY..

Present conflict that caused imbalance.

4. BECAUSE OF THAT..

Tell how things went worse up to a crisis.

5. UNTIL FINALLY..

Discover a strength/solution to overcome the crisis.

6. AND EVER SINCE THEN..

Say how life changed / improved through this discovery.

7. THE MORAL OF THE STORY..

Convey moral. The way the crisis is overcome forms the message.

SET-UP (Act I)
Attract attention..

BUILT-UP (Act II)
..hold attention..

PAY-OFF (Act III)
..offer a resolution.



BEGINNINGS AND ENDINGS



Begin with a **BANG** / End with a **KISS**.

Beginning: The opening has to draw the audience in. Think of the Knowledge gap. Don't give away too much. Posing a question is always good.

Ending: The ending should be both surprising and satisfying and deliver a message; a good ending answers the question from the beginning but in an unexpected way.



FOUR STORY ELEMENTS

PROTAGONIST

The main character/hero who goes through the journey.

ANTAGONIST

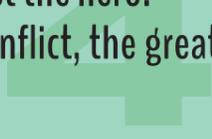
Provides obstacles and conflict to test the hero.

CONFLICT

Disrupts harmony; the greater the conflict, the greater the drama.

MESSAGE

The moral or idea the story conveys.



IN BUSINESS

1-AVOID STORY SINS

VANITY

Don't brag. Ever.

INSINCERITY

Don't try too hard to fit in.

CURSE OF KNOWLEDGE

Keep it simple.

ANXIETY

Empower; don't scare.



2-APPLY LAWS OF MEMORY

PRIMACY

We remember what we hear first.

FREQUENCY

We remember what we hear often.

RECENCY

We remember what we hear last.

EMOTION

We remember what moves us.



3-USE SUCCES FORMULA

(stolen from D.+C. Heath: "Made to stick")

SIMPLE

There can only be one core idea. What is it?

GET THE IDEA

UNEXPECTED

Break a pattern. Avoid the obvious.

PAY ATTENTION

CONCRETE

Don't be abstract. Add tangible objects.

UNDERSTAND AND REMEMBER

CREDIBLE

Add credibility with authorities, stats etc.

BELIEVE AND AGREE

EMOTIONAL

Create empathy with specific individuals.

CARE

STORIES

Good stories trigger action.

INSPIRED TO ACT



"After nourishment, shelter and companionship, stories are the thing we need most in the world." Philip Pullman