



Telling the Perfect Story

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Good Works



*You're
Invited*



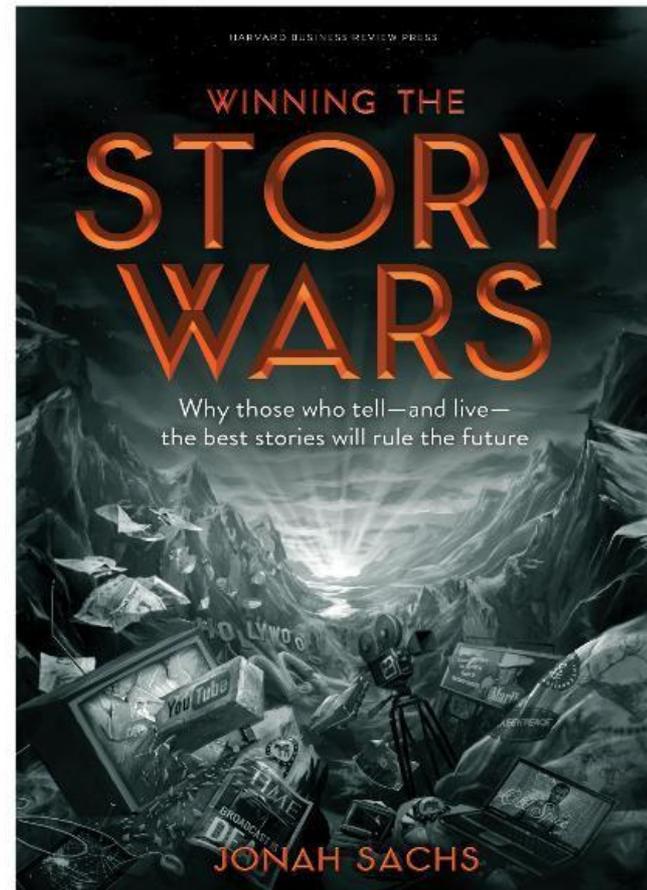
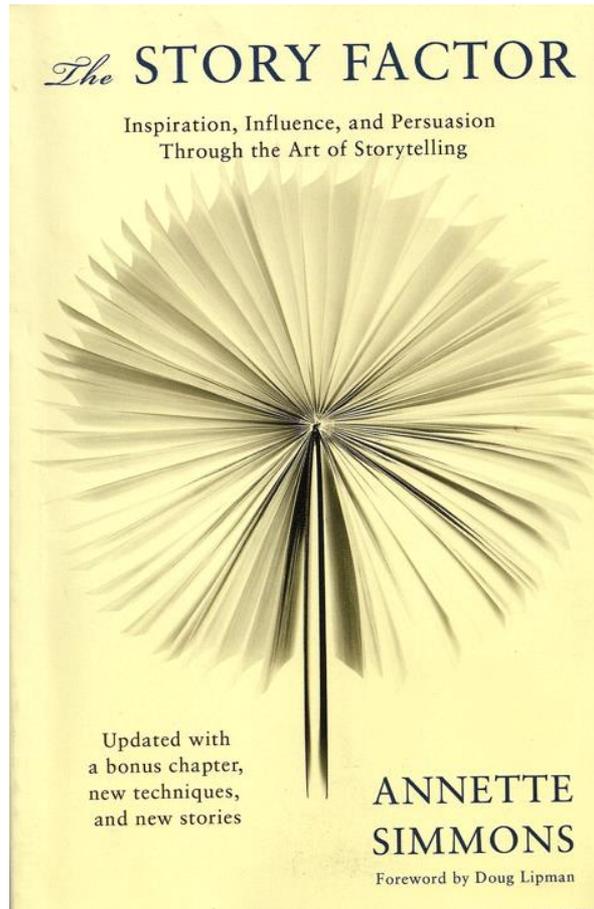
*'Humans are not ideally set up to understand logic;
we ARE ideally set up to understand stories.'*

Cognitive scientist Roger C. Schank

*'The story is the basic tool of the human mind for the
purpose of understanding. There have been great
societies that did not use the wheel, but there have been
no societies that did not tell stories.'*

Novelist Ursula K. Le Guin

My favourites



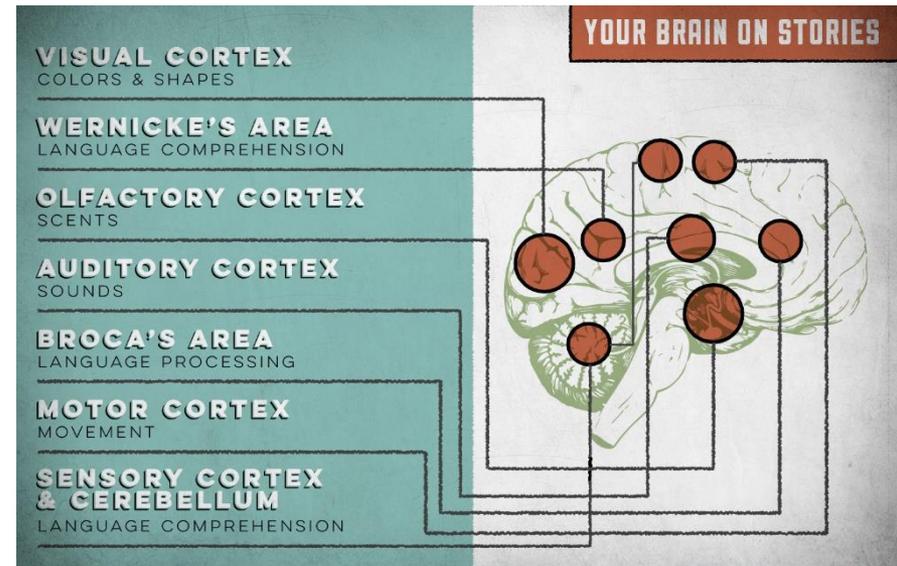
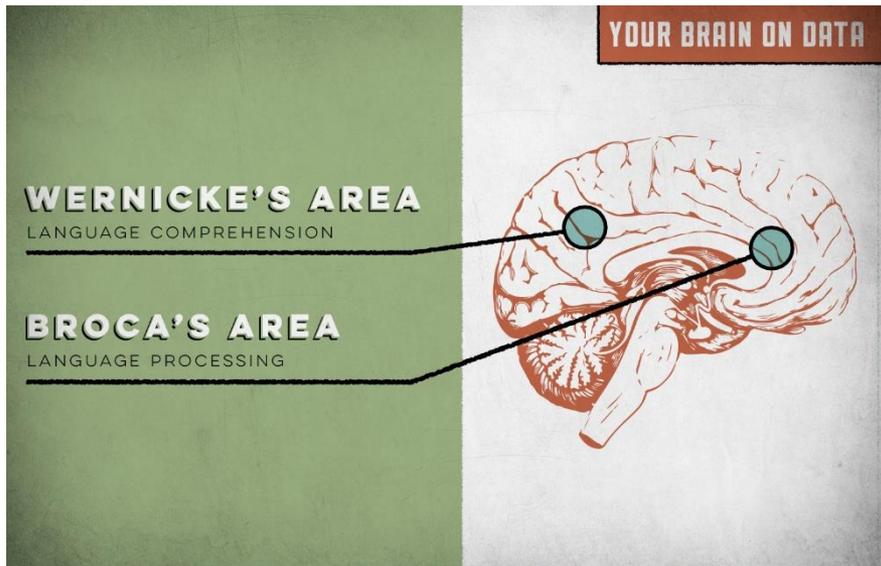
YouTube: Winning the Story Wars - The Hero's Journey



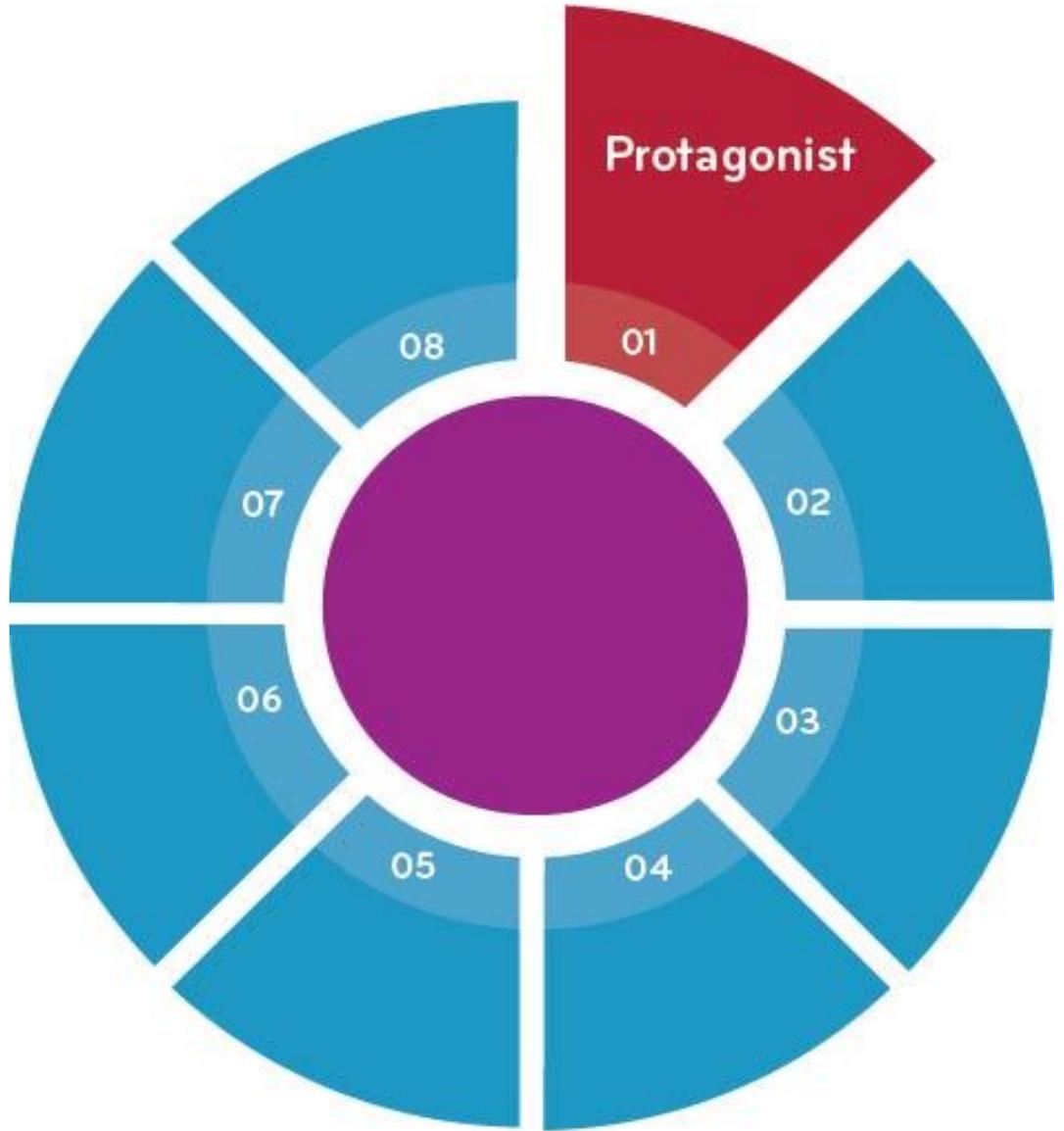


Source: Bruce Springsteen finishes his set during The Concert for Valor in Washington, D.C. Nov. 11, 2014. DoD News photo by EJ Hersom

Stories engage!



The Perfect Story in 8 Steps



The power of 1



Source: Wikipedia contributors. "Death of Alan Kurdi." Wikipedia, The Free Encyclopedia. Wikipedia, The Free Encyclopedia, 1 Nov. 2019. Web. 14 Nov. 2019.

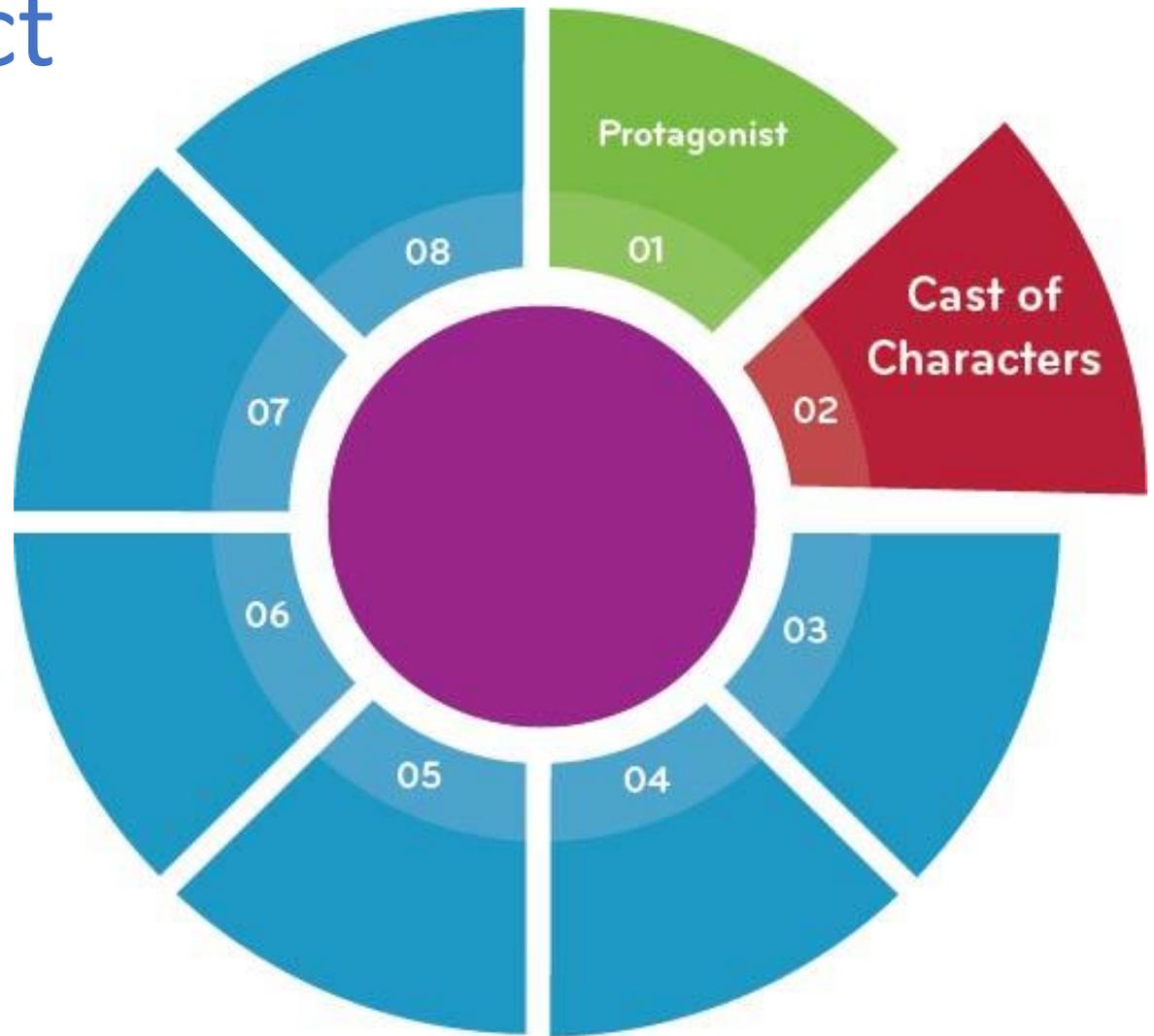
Your key protagonist questions:



Protagonists



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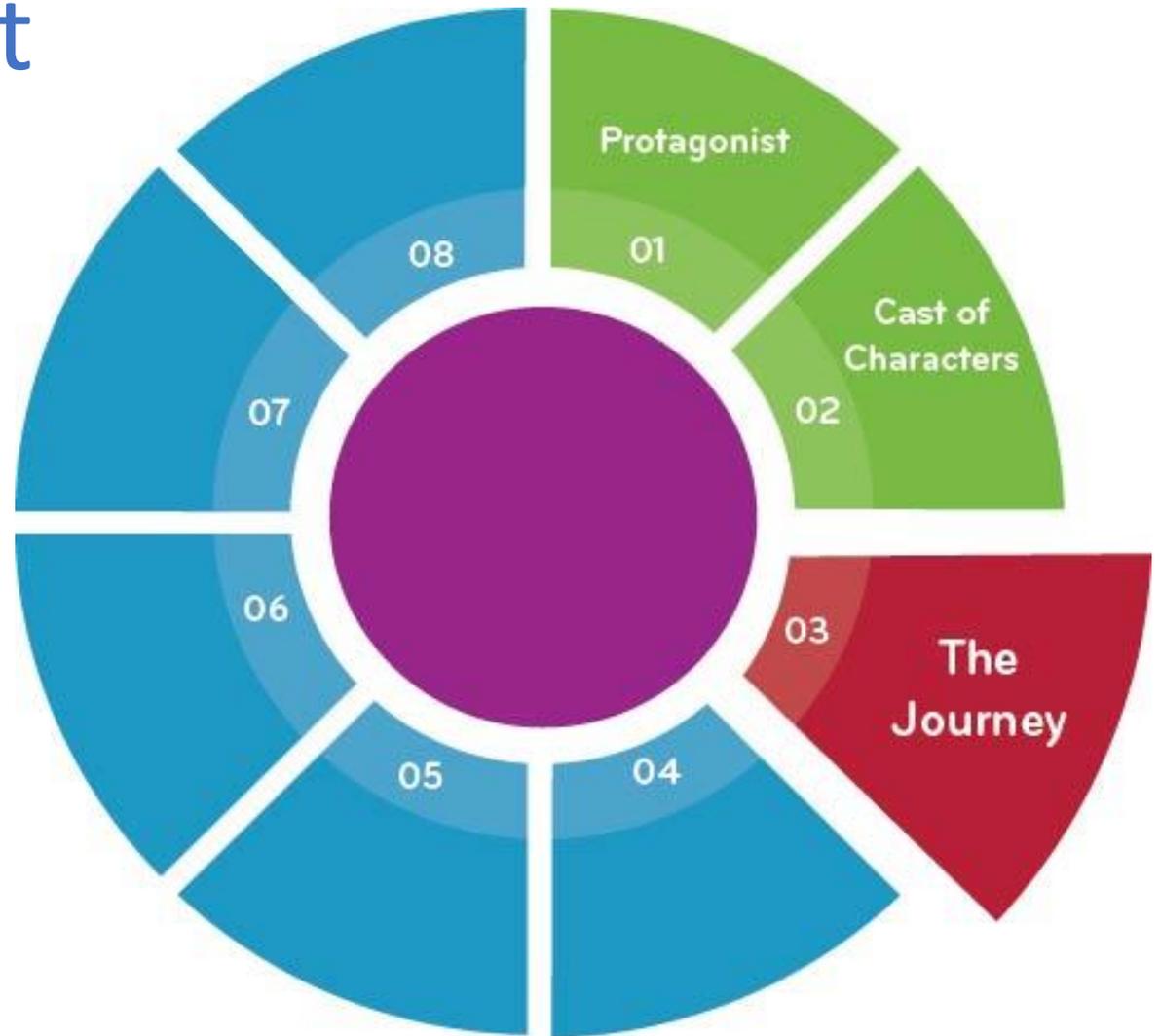
The cast offer the protagonist opportunities to reveal herself

- Sidekick
- Mentor
- Love interest
- Chorus
- Villain
- Victim
- Rescuer
- Expert/wizard
- Child
- Family

Cast of Characters



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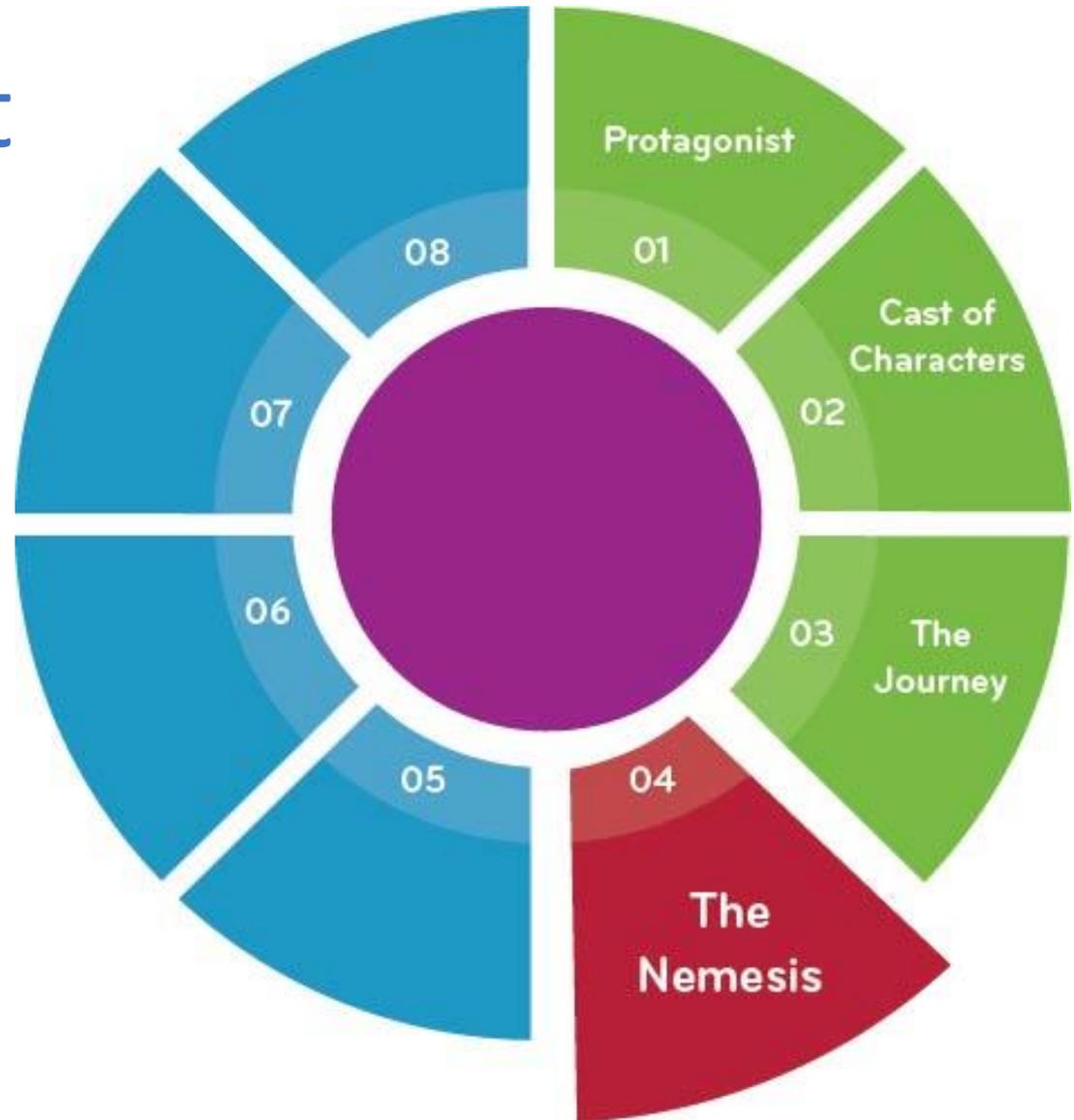
You can map your story journey



The Journey



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Where would Batman be without the Joker?



The Nemesis



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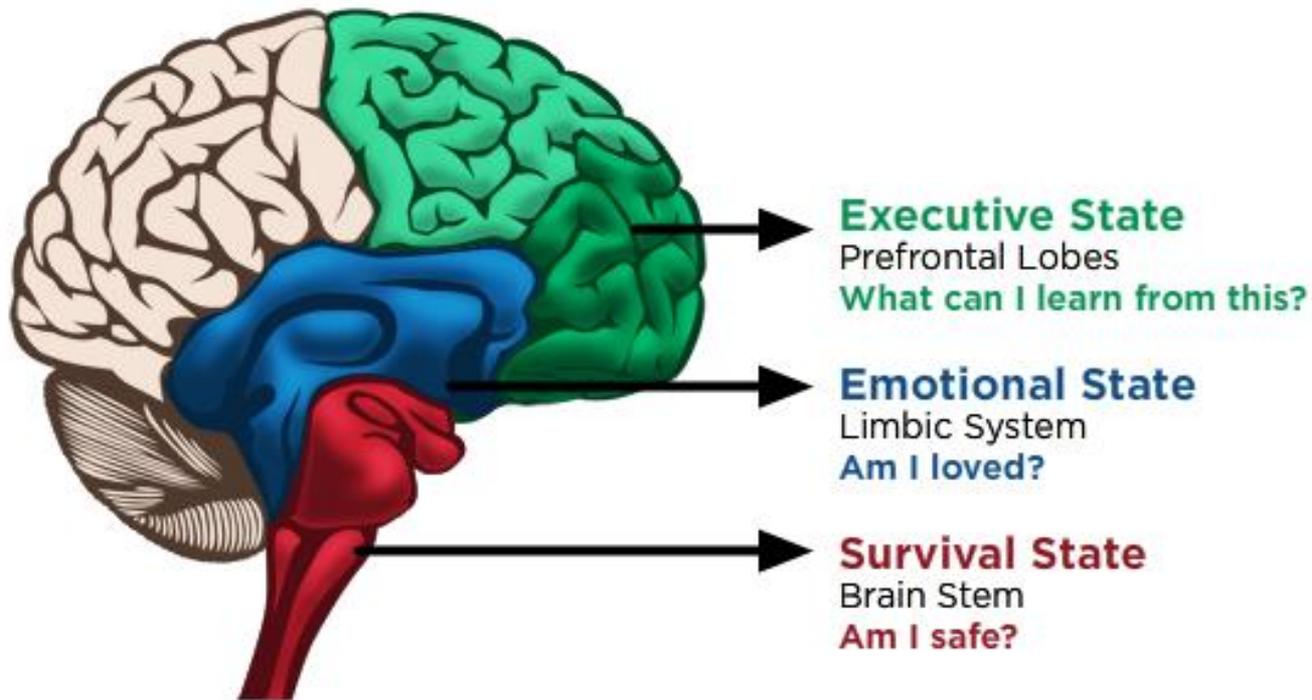
call/text 613.612.4232

Intermission

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The Triune Brain



Source: Paul D. MacLean's Model of the "Triune Brain"

Primary emotions: mammal brain

ANGER

fear

sadness

happiness

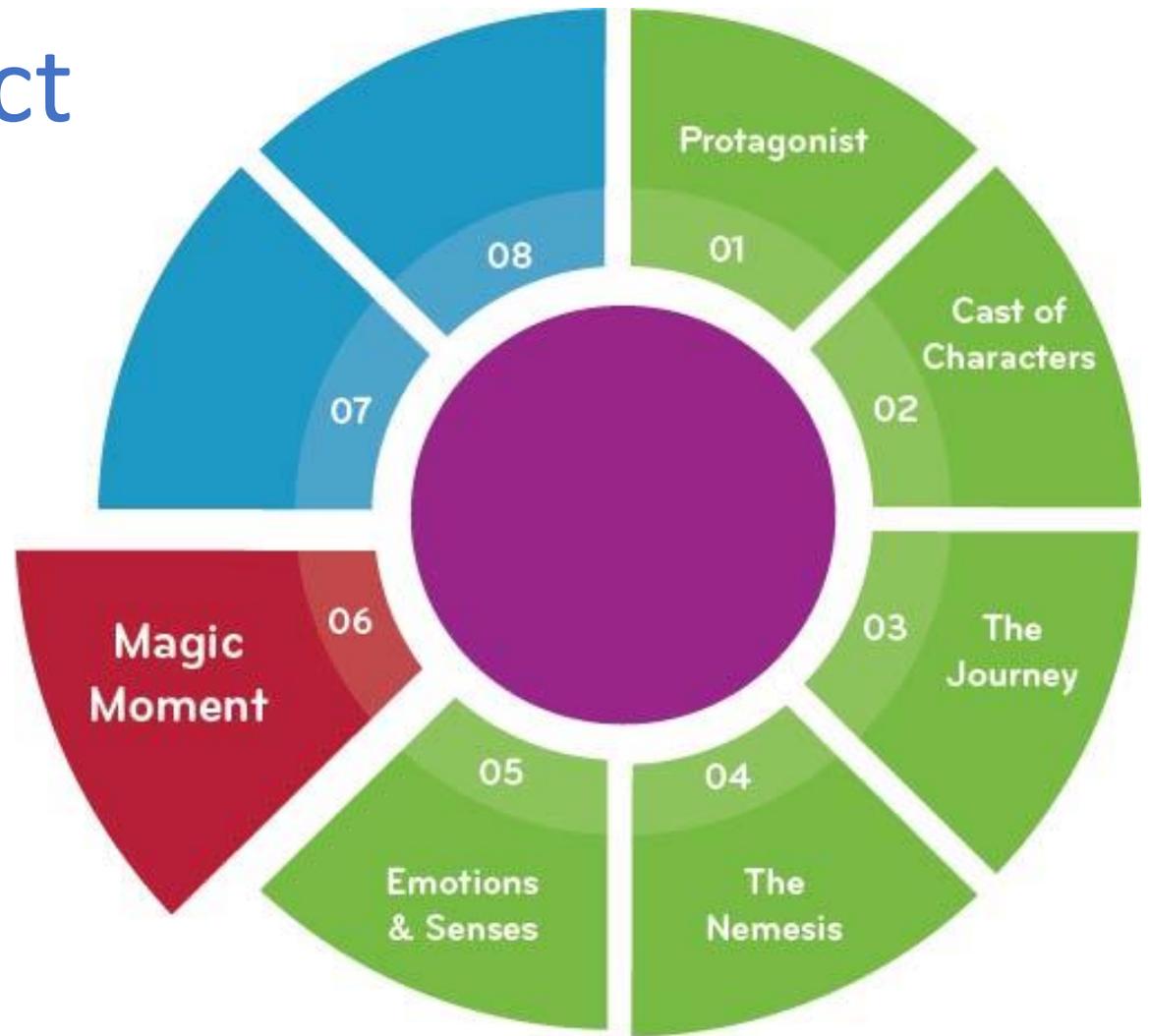
Senses bring your story to life



Remember ...

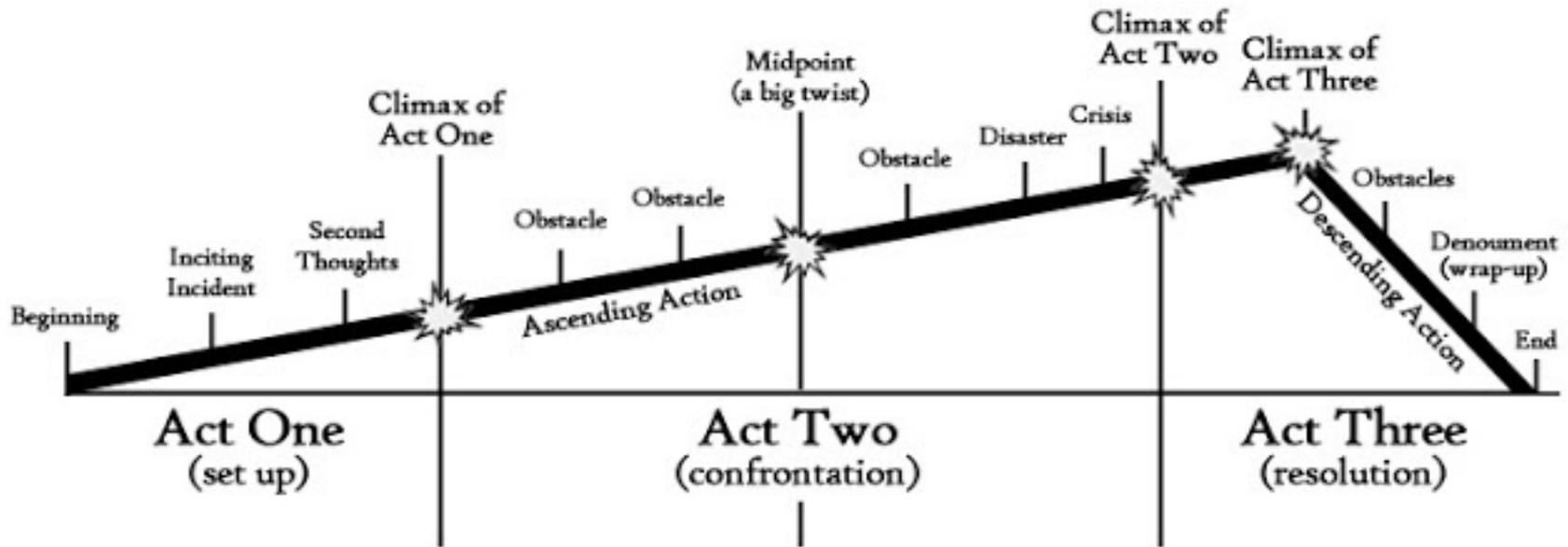
It's *senses* and *emotions* that
will breathe life into your story ...

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Magic Moment = Climax

Three-Act Structure



Source: <https://www.nownovel.com/blog/three-act-formula-novels/>

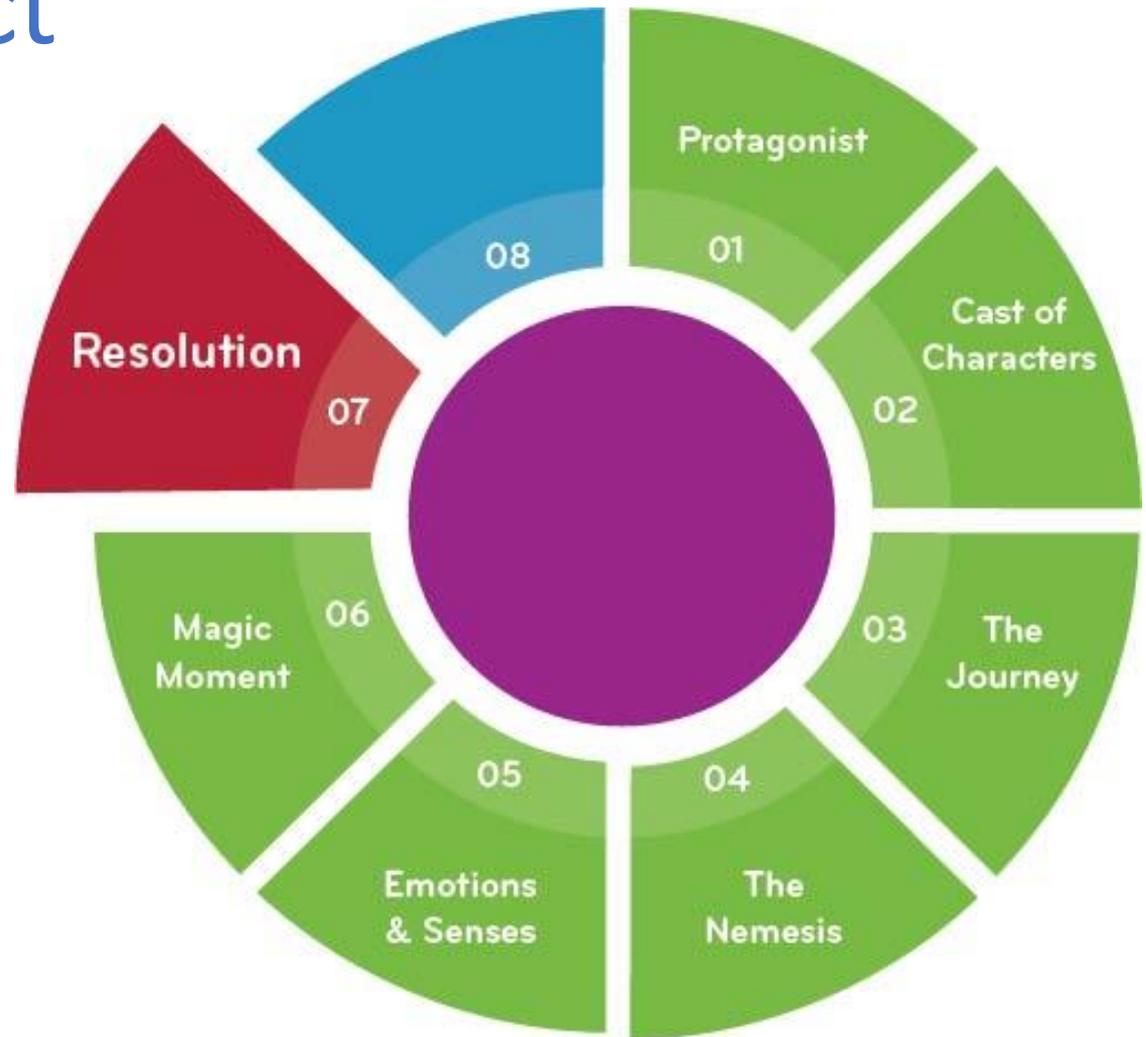
The Magic Moment



'On Sundays I Still Reach for the Phone'



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... AND THEY LIVED

HAPPILY EVER AFTER

UNFINISHED
BUSINESS

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Create the itch that needs a scratch!

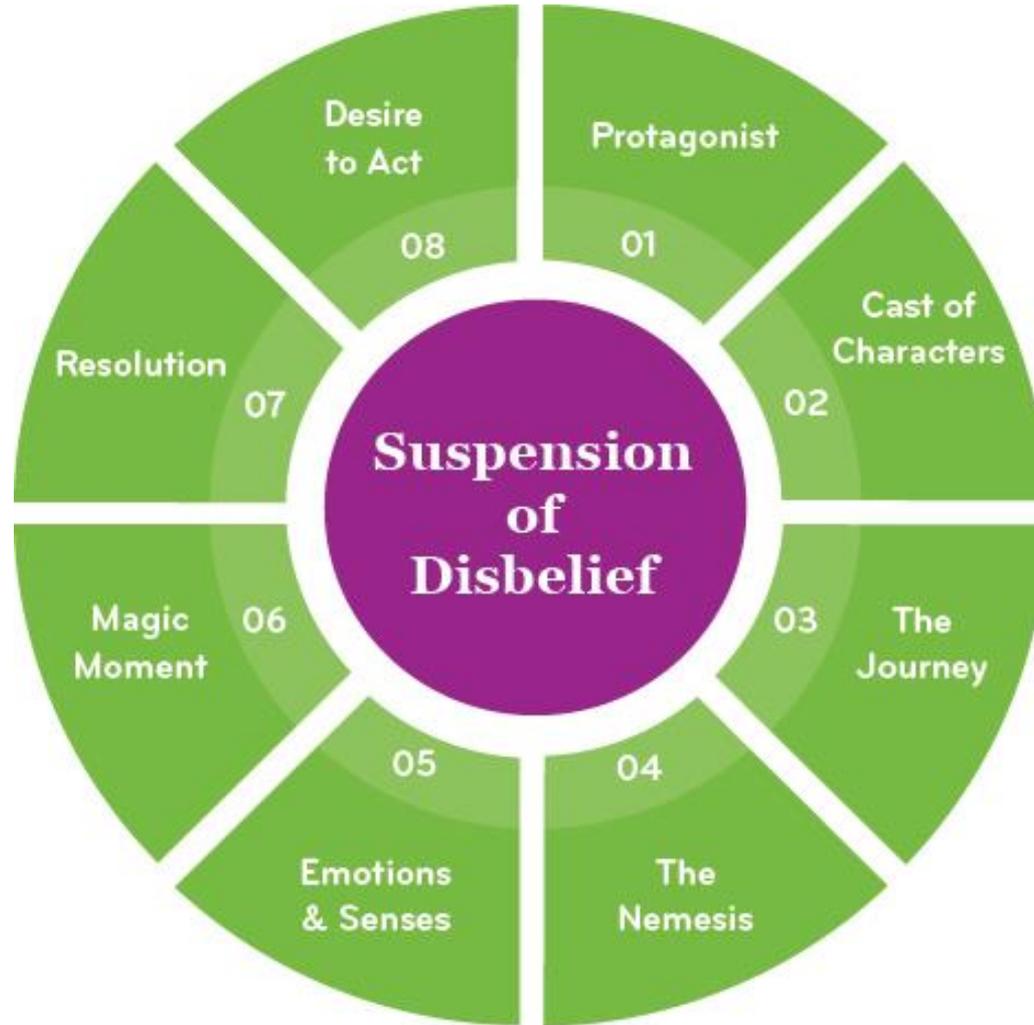


The Psychology **INFLUENCE** of Persuasion

“For marketers, this book is
among the most important books
written in the last ten years.”

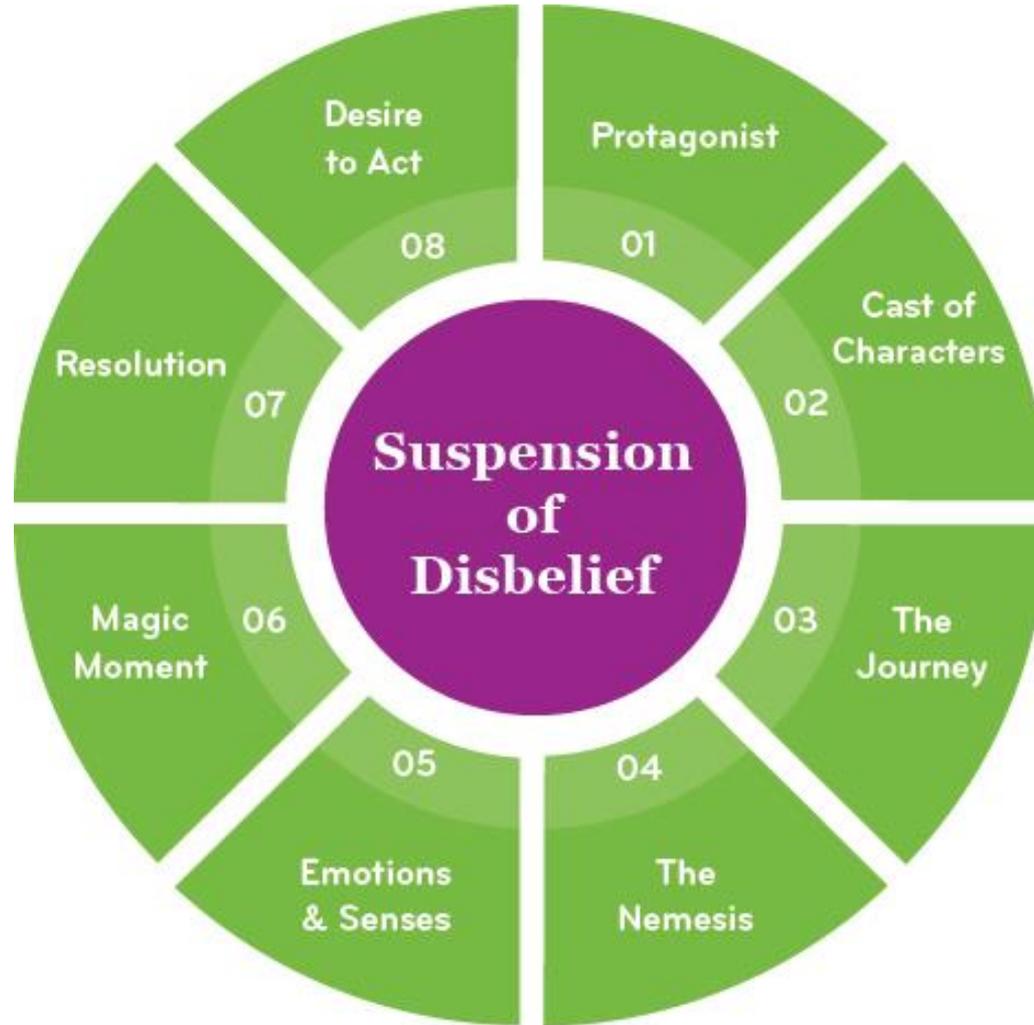
— *Journal of Marketing Research*

ROBERT B. CIALDINI, PH.D.











That's all Folks!