

Story vs *STORY!*

The Science of Effective Story Architecture

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Story Research has learned:

1. Most "stories" have **no effect** on receivers.
2. No one responds to "story." They respond to **specific elements** and their **pattern**.
3. Your brain is **hardwired** to think & to **make sense** through a specific story structure.
4. Effective stories rely on **Eight Essential Elements**.

He went to the store.

The End

Eight Essential Elements

1.

2.

3. **Goal**

4.

5.

6.

7.

8.

Goal:

"What the main character **needs** or **wants** to do or get in this story."

NOT what they **DO**;

NOT what they **ACCOMPLISH**;

But what they are **AFTER!**

Eight Essential Elements

1.

2.

3. Goal

4.

5. **Conflicts & Problems**

6.

7.

8.

Anything that blocks a character (even temporarily) from reaching a goal is a ***PROBLEM.***

If the problem places a character in opposition to some other entity in the story it is a ***CONFLICT.***

Eight Essential Elements

- 1.
- 2.
3. Goal
- 4.
5. Conflicts & Problems
6. **Risk & Danger**
- 7.
- 8.

The magic ingredients:

Risk is the probability of failure.

Danger is the consequences of failure.

Eight Essential Elements

1.

2.

3. Goal

4.

5. Conflicts & Problems

6. Risk & Danger

7. **Struggles**

8.

To **struggle**:

"to contend, to engage,
to exert a great effort,
to fight,
to stand against, to oppose"

Eight Essential Elements

- 1.
- 2.
3. Goal
- 4.
5. Conflicts & Problems
6. Risk & Danger
7. Struggles
8. **Details**

Details:

- Create *all images* and **PICTURES**
- Create **reality**
- Allow listeners/readers to “**see**” a story
- Serve as **spot lights** for a story

Eight Essential Elements

- 1.
- 2.
3. Goal
4. **Motive**
5. Conflicts & Problems
6. Risk & Danger
7. Struggles
8. Details

Motives

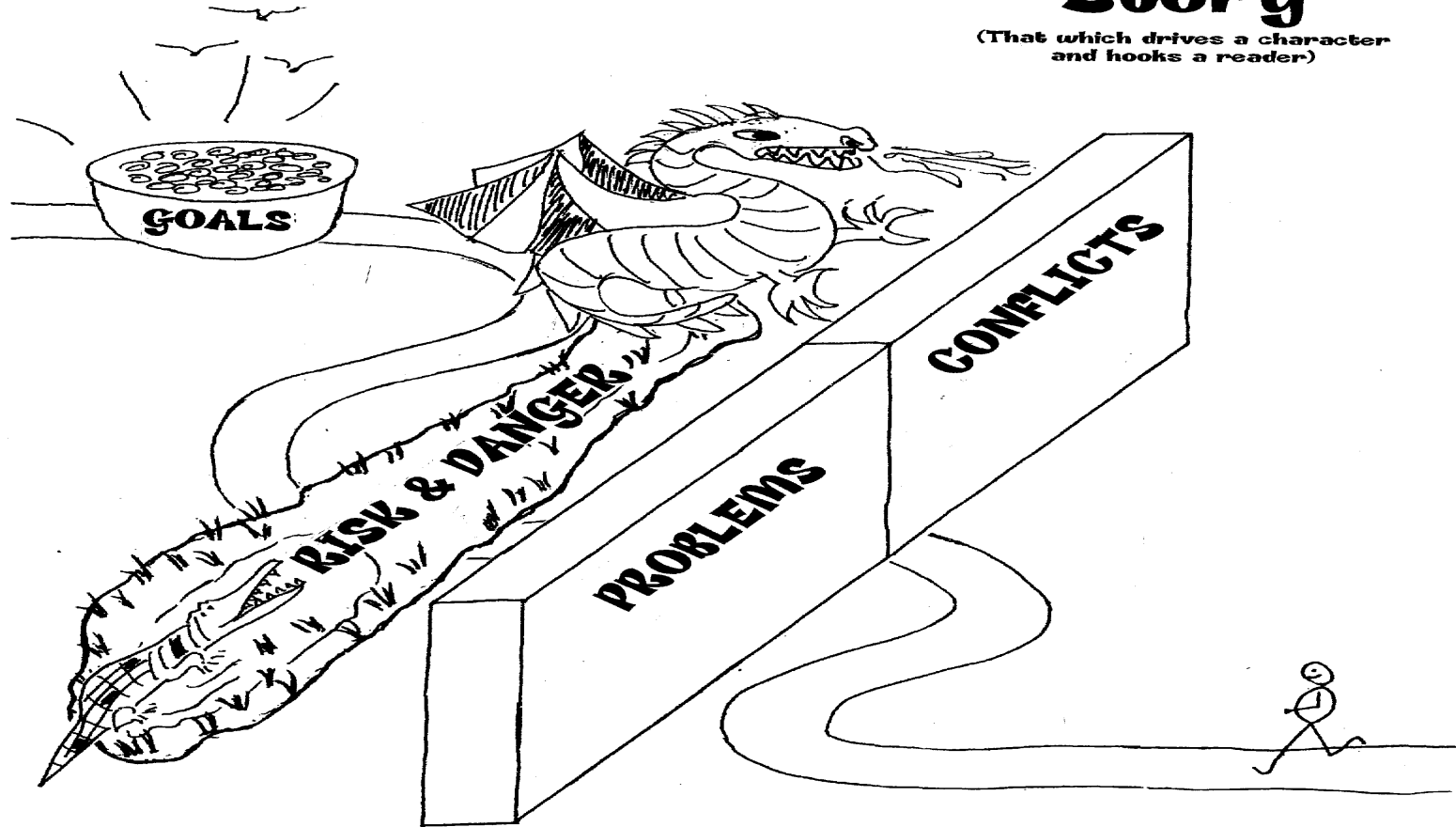
- Explain *why* a goal is **important**
- Create **suspense**
- Give characters a **reason** to face conflicts, risks, and dangers

Eight Essential Elements

1. **Character**
2. **Character Traits** (that make characters interesting)
3. Goal
4. Motive
5. Conflicts & Problems
6. Risk & Danger
7. Struggles
8. Details

The Core of a Story

(That which drives a character
and hooks a reader)



THE EIGHT ESSENTIAL ELEMENTS

Of Every Story/Narrative

1. Who is the **MAIN CHARACTER**?
2. What **CHARACTER TRAITS** make them interesting?
3. What do the character need to do or get (**GOAL**)?
4. Why is that goal important (**MOTIVE**)?
5. What **CONFLICTS/PROBLEMS** block the character?
6. How do they create **RISK & DANGER**?
7. What does the character do (**STRUGGLES**) to reach goal?
8. What sensory **DETAILS** will make the story seem *Real*?