

i. WHAT IS THE STORY?

LOGLINE - (ASK: What if?)
Someone (*the protagonist*) wants something (*the story goal*) and goes after it against great odds and/or obstacles (*the antagonist and the conflict*).

EXPANDED LOGLINE
On the verge of (stasis=death), a (flawed protagonist) (BREAKS INTO TWO), but when (the MIDPOINT happens) he/she must learn (the THEME) before (ALL IS LOST)

- 10 UNIVERSAL THEMES OR ‘LIFE LESSONS’**
- Forgiveness: Self/Others
 - Love: Self/Family/Romantic
 - Acceptance: Self/Circumstances/Reality
 - Faith: Oneself/Others/The World/God
 - Fear: Overcome/Conquer/Find Courage
 - Trust: Self/Others/In The Unknown
 - Survival: Including ‘Will To Live’
 - Selflessness: Sacrifice/Altruism/Heroism
 - Responsibility: Duty/Support A Cause
 - Redemption: Atonement/Accept Blame/Remorse/Salvation

- 10 UNIVERSAL THEMES FOR CHILDREN**
- | | |
|--------------------|------------|
| Courage | Growing Up |
| Friendship | Anger |
| Belonging/Identity | Suffering |
| Family | Jealousy |
| Loss/Grief | Love |

10 GENRES
3 Elements, 5 Sub-Genres

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|--|---|
| MONSTER IN THE HOUSE
Monster/House/Sin
Pure/Domestic/Serial/
Supra-Natural/Nihilist | GOLDEN FLEECE
Road/Team/Prize
Sports/Buddy/Epic/Caper/Solo |
| OUT OF THE BOTTLE
Wish/Spell/Lesson
Body Switch/Angel/Thing/Curse/Surreal | DUDE WITH A PROBLEM
Innocent Hero/Sudden Event/
Life or Death Battle
Spy/Law Enforcement/
Domestic/Enforcer/Nature |
| rites of Passage
Life Problem/Wrong Way/
Acceptance of Hard Truth
Mid-Life/Separation/Death/
Addiction/Adolescent | BUDDY LOVE
Incomplete Hero/Counterpart/
Complication
Pet/Professional/Rom-Com/
Epic/Forbidden |
| FOOL TRIUMPHANT
Fool/Establishment/
Transmutation
Political/Undercover/Society/
Out of Water/Sex | INSTITUTIONALISED
Group/Choice/Sacrifice
Military/Family/Business/Mentor/Issue |
| SUPERHERO
Special Power/Nemesis/Curse
Real Life/Storybook/Fantasy/
People’s/Comic Book | WHYDUNIT
Detective/Secret/Dark Turn
Political/Fantasy/Cop/Personal/Noir |

ii. MAP OUT 15 “SAVE THE CAT” STORY BEATS ON TWO PAGES

1) OPENING IMAGE (0-1%): A visual representing the struggle and tone of the story. A snapshot of main character’s problem, BEFORE the adventure begins.

2) THEME STATED (5%): Happens during the SET-UP. What your story is about; the Message, the Truth, the hero’s LESSON. Usually spoken to the hero or in their presence. But they don’t understand the truth, the lesson...not until they have some personal experience and context to support it.

3) SET-UP (1-10%): Expand on the “before” snapshot. Show hero’s “ORDINARY WORLD” as it is, including Primal Problem(s). Often, *Stasis = Death*: to stay in the Ordinary World feels like ‘dying’.

4) CATALYST (10%): BOOM! The moment where life as it is Changes: a telegram/catching a partner cheating/allowing a monster on the ship/meeting a true love. The Story Conflict appears and the “before” world is no more. It must happen “TO” the hero. It brings a Challenge or Opportunity.

5) DEBATE (10-20%): But change is scary. The hero must think about it, incorporating Lessons from the Past, the Present Stakes, and Future Dangers. The hero must have Doubts. Can I face this challenge? Do I have what it takes? Should I risk it? If forced to choose, there must be a discussion of Options.

6) BREAK INTO TWO (20%): (Choosing ACT 2.) The hero makes a Choice to go. The Story Journey begins. We leave the “Thesis” world and enter the upside-down, “Antithesis”, opposite, “EXTRAORDINARY WORLD” of Act 2.

7) B-STORY (20-22%): This is when there’s a discussion about the Theme – the nugget of truth. Usually, this discussion is between the main character and the love interest. So, the B-Story is usually called the “love story”. Sometimes the B-Story can be a mentor, friend, family member, or nemesis, character.

8) FUN & GAMES (20-50%): (The Promise of the Premise.) This is the FUN part of the story, when the Karate Kid is trained by Mr Miyagi or when the detective finds the most clues and dodges the most bullets. The main character explores the new world and the audience is entertained by the premise they have been promised, usually by the movie Poster and Tagline. For example, the *ALIEN* poster tagline: “In space, no one can hear you scream”.

9) MIDPOINT (50%): Midpoint is where stakes are raised, time clocks appear, A-Story crosses with B-Story, and the pace accelerates. Dependent upon the story, this moment is when everything is “great” (False Victory) or everything is “awful” (False Defeat). The main character either gets everything they think they want (“great”) or doesn’t get what they think they want at all (“awful”). But not everything we think we want is what we actually need.

10) BAD GUYS CLOSE IN (50-75%): Doubt, jealousy, fear, foes - physical and emotional - regroup to defeat the main character’s goal, and main character’s “great”/“awful” situation disintegrates.

11) ALL IS LOST (75%): The opposite moment from the Midpoint: “awful”/“great”. The moment that the main character realises they’ve lost everything they gained, or everything they now have has no meaning. The initial goal now looks even more impossible than before. And here, there must be a ‘Whiff of Death’: something or someone ‘dies’. It can be physical or emotional, but the death of something old makes way for something new to be born.

12) DARK NIGHT OF THE SOUL (75-80%): The main character hits rock-bottom, and wallows in hopelessness. The “Why hast thou forsaken me, Lord?” moment. Mourning the loss of what has “died” – the dream, the goal, the mentor character, the love of your life, etc. A hero must fall completely before he or she can pick things back up and try again.

13) BREAK INTO THREE (80%): (Choosing Act 3.) Thanks to a fresh idea, new inspiration, or last-minute Thematic advice from the B-Story (usually the love interest, sometimes the mentor, friend, family member, or nemesis character), the main character chooses to try again.

14) FINALE (FIVE STEP) (80-100%): This time around, the main character incorporates the Theme – the nugget of truth that now makes sense to them – into their fight for the goal because they have experience from the A-Story and context from the B-Story. Act 3 is about “Synthesis” of Act 1 “Thesis” with Act 2 “Antithesis”.

Gather the Team (Allies/Tools for the Plan)

Storm the Castle (Execute the Plan)

High Tower Surprise (Obstacle - Plan Fails)

Dig Deep Down Inside (Make a New Plan)

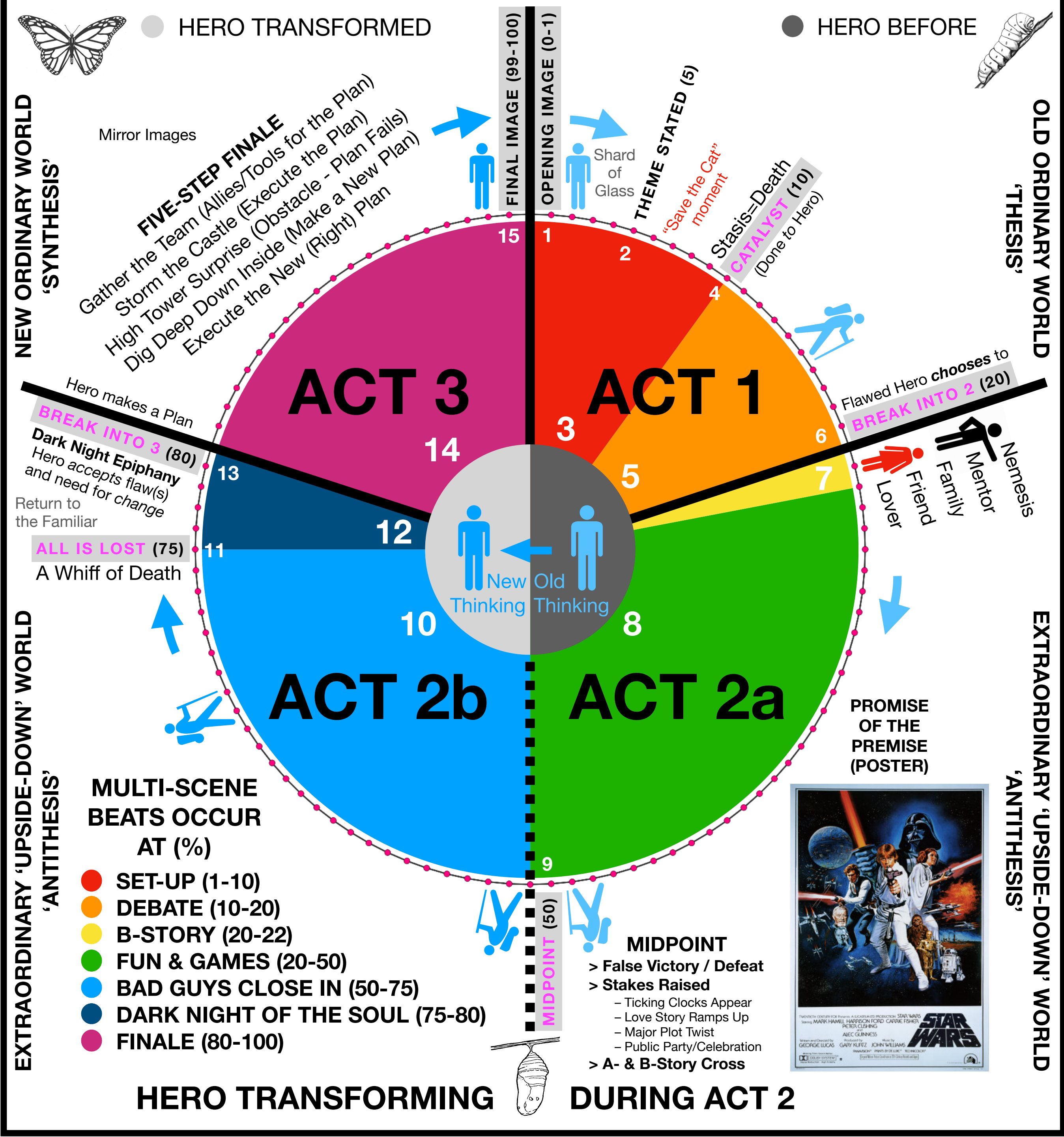
Execute the New (Right) Plan

15) FINAL IMAGE (99-100%): OPPOSITE of Opening Image, proving, visually, that a change has occurred within the character. THE HERO IS TRANSFORMED.

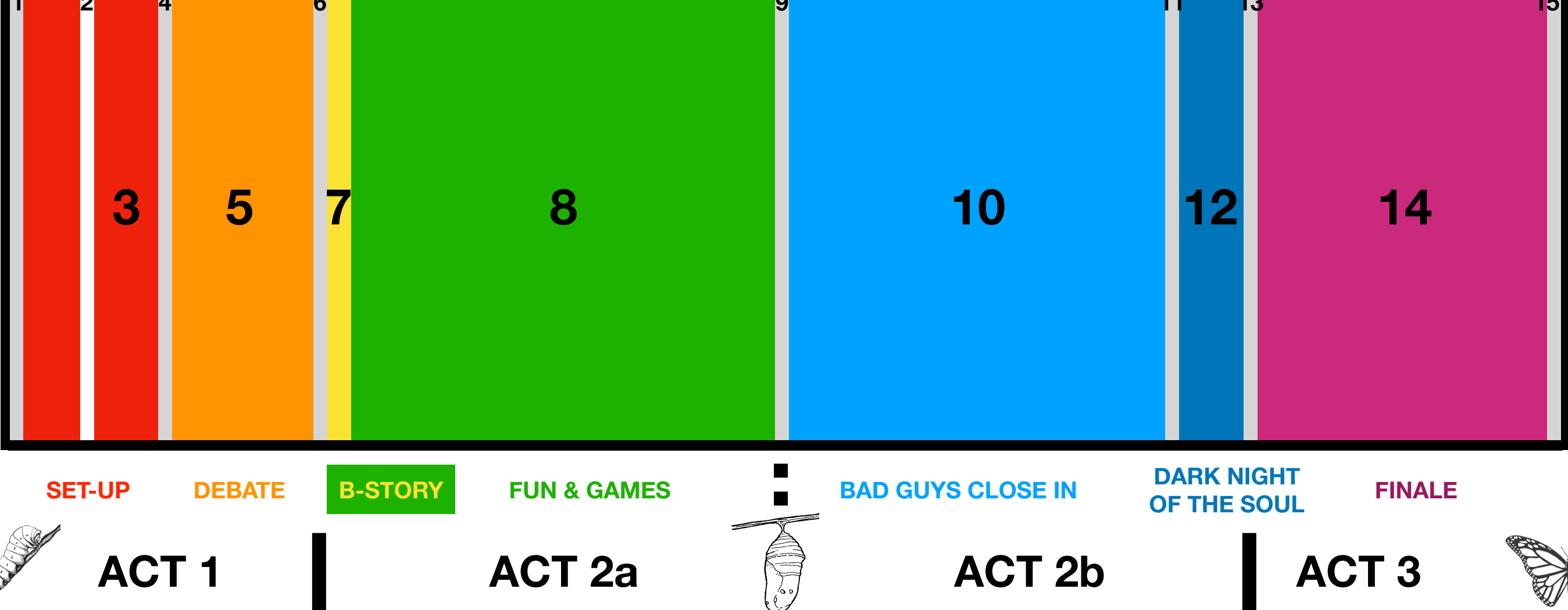
iii. CREATE A 3-ACT STORYBOARD: 40-100 SCENES/SEQUENCES



HERO’S JOURNEY: From ACT 1 through ACT 2 and back to ACT 3



1 THEME STATED + 7 FOUNDATION/SINGLE-S BEATS + 7 MULTI-S BEATS = 15



12 CHARACTER TYPES

- Hero: Warrior/Crusader
Caregiver: Saint/Altruist
Innocent: Dreamer/Novice
Everyperson: Orphan/Regular Guy or Gal
Ruler: Boss/Aristocrat/Role Model
Sage: Advisor/Philosopher/Teacher
Explorer: Wanderer/Seeker
Lover: Friend/Partner
Magician: Visionary/Medicine Man
Rebel: Outlaw/Revolutionary
Creator: Inventor/Artist
Jester: Fool/Trickster

EPIC CHARACTERS



STORY-WORTHY HERO

- PROBLEM(S) HOME/WORK/PLAY:**
Wounds/Inadequacies/Flaws
- WANT(S) = PLOT**
External Tangible Goal(s)
- NEED(S) = THEME**
Internal Spiritual Life Lesson(s)
- 7 VIRTUES**
Kindness / Chastity / Abstinence /
Charity / Humility / Diligence / Patience

6 PRIMAL PROBLEM AREAS FOR HERO (AT HOME/WORK/PLAY)

- Material/Physical: External problems
Emotional: Internal problems
Social: Interaction problems
Beliefs: Thought problems
Habitual: Vice problems
Lifestyle: Routine problems

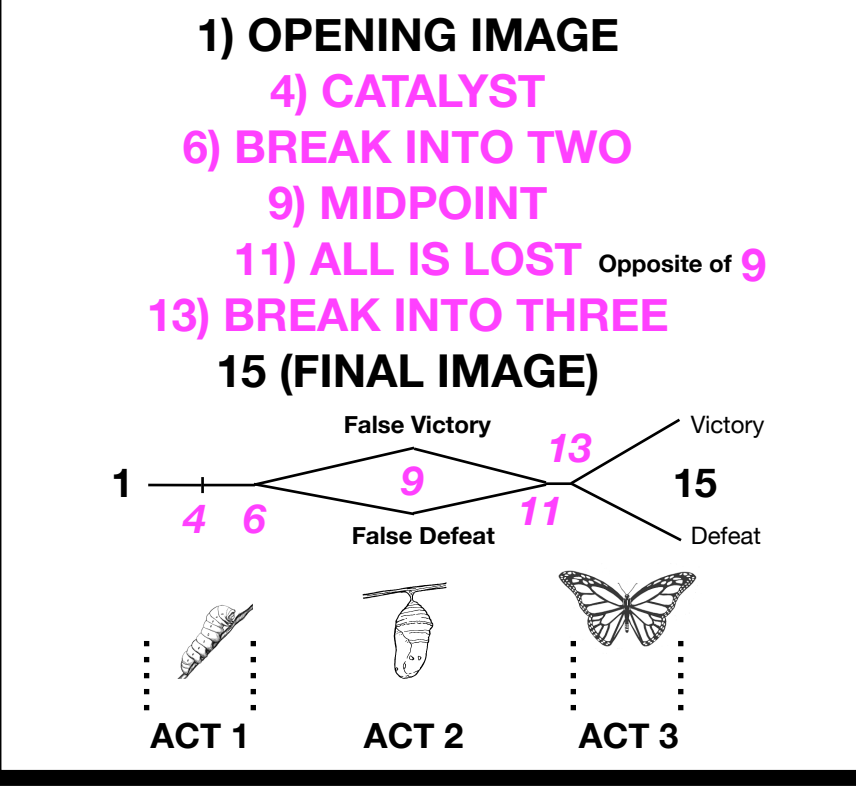
ANTAGONISTS AND ANTAGONISTIC FORCES

- PROTAGONIST VERSUS**
Humans: (often ‘Villains’)
Self: (Internal ‘Issues’)
Natural/Supernatural Systems/Worlds
Societies: (e.g. Sci-Fi/CoA)
Locations: (e.g Buildings/Terrains)
Other?

- 7 TYPES OF VILLAINS**
Moustache Twirler: Dick Dastardly
Ancient Evil: Sauron (non-human)
Bully: Dudley Dursley
Mastermind: Lex Luthor
Dark Lord: Voldemort
Mirror: Professor Moriarty
Someone Else’s Hero: Magneto

- 7 DEADLY SINS**
Envy / Lust / Gluttony /
Greed / Pride / Sloth / Wrath

7 FOUNDATION BEATS



5 PLOT ‘TURNING’ POINTS