



Five Secrets of Storytelling from the MovieMakers

(taken from the book "The Dirt on Learning" page78, Thom & Joani Schultz • Group Publishing)

Simplicity: Don't complicate. Be able to describe your story in one line. With Jaws it was "Huge shark eats people." With Titanic: "Big ship sinks."

- *What is the story in one line?* _____

Suspense: It's the wondering-what's going to happen-in-the-end that pulls people through a story.

- *What is going to happen in the end?* _____

Shared Emotion: When you tap people's emotions, you lock them into the story.

- *How will we emotionally connect with people?* _____

Seamless Story: Each story element flows into the next. This often requires cutting superfluous material.

- *What are the essentials of the story?* _____

Surprising Start & Sudden Stop: Great movies bring you into the action before you know what is going on. And they end with a quick punch.

- *What is the surprising start?* _____
- *What is the sudden stop?* _____