

Introduction to Storytelling

MODULE 1: Who Is the Heart of Your Story?

- KEY WORDS:**
- Listen
 - Heart
 - Desire
 - People
 - Uniqueness
 - Complexity

RECAP	<p>Module One opens with an emphasis on listening. When we listen, we ensure that we fully understand the story and develop what we want to say first and foremost. This allows the story to move you before you move the story. We are most drawn to stories that we can identify with. This is why we use humans—as opposed to robots or monsters—to populate our stories. People are the characters in your story; they are the greatest way to connect the audience of your story.</p> <p>Your main character is the heart of your story. She is someone worth getting to know—the force that carries your story. The more your main character moves your viewers, the more they fall in love with your story. If you have a strong main character, your audience will stick around and find your story’s purpose. What makes a strong main character? Here are three things the heart of your story must have in order to keep your audience interested:</p>
THE “THREE BIG THINGS”	<ul style="list-style-type: none">• Uniqueness: What makes this person different A character’s uniqueness is what draws you in. We use uniqueness to harness the power of the unexpected. This keeps the viewer interested in your story because we pay more attention to things that are novel, original, and different.• Desire: What your viewer connects with A character’s desire makes you fall in love. Desire leads to a propensity to emotion, which paves the way for empathy—a very powerful tool to keep your viewer invested in your story. When your main character has a desire, your audience wants to see them reach that desire. We can’t expect our audience to want to watch more than our main character wants something.• Complexity: What keeps your audience connected to the heart of your story A character’s complexity is her “why.” It is what grants her integrity, passion, and depth. Complexity is such a vital element to your story because it is what sustains the connection between your viewer and the main character—the heart of your story.
MAIN CHARACTER	<ol style="list-style-type: none">1. Listen Listen for people with “the three big things” (as opposed to simply choosing).2. Brainstorm Start with what initially drew you in and motivated you to tackle the story. Imagine your perfect heart and come up with imaginary characters that embody the “three big things.”3. Research Find information pertaining to your early impetus. Allow that information to inform other people you could meet with and talk to—these are people who will lead you to your potential heart.4. Explore Get out into the world and start knocking on doors. Share your story and your imagined characters. Your goal is to find three to five potential hearts.

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LEARNING OBJECTIVES	<p>Upon completion of Module One, you should be able to:</p> <ul style="list-style-type: none">• Recognize the importance of listening in contrast with constructing.• Determine why we are drawn to a particular kind of story.• Identify the elements that make a strong main character.• Describe the “three main things” that embody a strong main character (i.e. the heart of your story).• Recognize why these three elements are vital to your story’s purpose.• Construct a rough plan of action to find the heart of your story.• Determine questions that will help identify your potential main character.				
NOW WHAT?	<p>Once you find your potential heart, you’ll want to ask them a series of questions to ensure that they will carry your audience to your story’s purpose.</p> <table><tr><td>Uniqueness / Desire</td><td>Complexity</td></tr><tr><td><ul style="list-style-type: none">• What do you want?• What is your big dream?• What is something you’ve never done, but have always dreamed of doing?• How do you feel you are different from other people in your role?</td><td><ul style="list-style-type: none">• Why?• Why is this product/business/service needed?• Why are you doing this?• Why does this matter?</td></tr></table>	Uniqueness / Desire	Complexity	<ul style="list-style-type: none">• What do you want?• What is your big dream?• What is something you’ve never done, but have always dreamed of doing?• How do you feel you are different from other people in your role?	<ul style="list-style-type: none">• Why?• Why is this product/business/service needed?• Why are you doing this?• Why does this matter?
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