

Hollywood Script Consultant

Michael Hauge and Craig Valentine Present...  
**Storytelling: From Lackluster to Blockbuster**



World Champion Speaker

- I. ***The primary goal of every story is to ELICIT EMOTION!***
  
- II. **The Foundation of All Story**
  1. Character = Hero/Protagonist
  2. Desire = Visible Goal/Outer Motivation
  3. Conflict = Insurmountable Obstacles
  4. Transformation = The Hero or the Outside World Must Change
  5. *You must create a movie in the minds of your audience*
  
- III. **The 12 Essential Components of Every Great Story**
  1. HERO
    - A. Main character who drives the story
    - B. Vehicle through whom we experience the story

- C. Reader/audience identifies/roots for him or her
- D. Audience is emotionally invested in their success
- E. Not heroic - but has the potential to *become* heroic

## 2. SETUP

- A. Introduce your hero
- B. Hero's everyday life before beginning the journey
- C. The "before" picture of the hero
- D. A vivid setting for the story
- E. The hero is stuck – settling in some way/not pursuing what they really want or need

## 3. EMPATHY

- A. A psychological connection between the audience and your hero
- B. Three primary ways of achieving empathy/identification
  - (1) Sympathy - underserved misfortune
  - (2) Jeopardy - danger of loss
  - (3) Likability - generosity and popularity

4. OPPORTUNITY

- A. An event that has never happened to your hero before
- B. Could be good (a blessing/wish) OR bad (a crisis/curse)
- C. Creates a desire to move to...

5. NEW SITUATION

- A. The hero must figure out what to do
  - (1) What is this place?
  - (2) What are the rules?
  - (3) What is expected of me?
  - (4) What am I going to do?

6. PURSUIT

- A. The hero formulates a specific, VISIBLE goal or outcome
- B. The hero devises a plan to achieve the goal and begins executing it
- C. The more specific and visible the goal or finish line, the more invested the reader or audience
- D. Must be within the hero's power to achieve the goal - it can't be given to her, and she can't simply be rescued
- E. Must carry the story all the way to the Climax

7. CONFLICT

- A. The primary source of EMOTION
- B. The bigger the obstacles, the more we feel
- C. Conflict must BUILD as the story moves forward

8. SUPPORTING CHARACTERS

- A. Reflection - aligned with the hero (guru, mentor, sidekick, spouse, best friend, source of inspiration or wisdom)
- B. Nemesis - in opposition to the hero (villain, enemy, opponent, competitor)
- C. Romance - object of the hero's romantic desire and pursuit

9. TRANSFORMATION

- A. The Hero's ARC: the inner journey from living in fear (protective identity) to living courageously (essence)
- B. Identify these elements of your hero's back story (even if you don't reveal all of them in your story or speech)

- (1) Wound – source of pain from the past that the hero hasn't fully resolved
  - (2) Belief – about what that painful experience means
  - (3) Fear – what will cause that pain to occur again
  - (4) Identity – the protective persona/emotional armor the hero creates to avoid the fear
  - (5) Essence – the hero's truth; who he or she has the potential to become
  - (6) INNER CONFLICT is the tug-of-war between identity (safe but unfulfilled) and Essence (living fully but vulnerable and afraid)
- C. The hero must find the courage to transform to achieve the goal

## 10. CLIMAX

- A. The moment your hero achieves the visible goal
- B. What your reader or audience have been waiting to see and are rooting for
- C. Must be clear and definitive - no ambiguity

D. Describe the victory or defeat in vivid detail

11. AFTERMATH

A. The “after” picture of your hero

B. Your hero’s reward for completing the journey (or punishment for not finding the necessary courage)

C. A vivid picture of the new life your audience dreams of

12. THEME

A. What Craig refers to as THE CURE

B. A universal prescription for how we should all live our lives

C. However you want your reader or audience to change, that is how your hero must change

D. The arc for your hero should match the theme of your speech

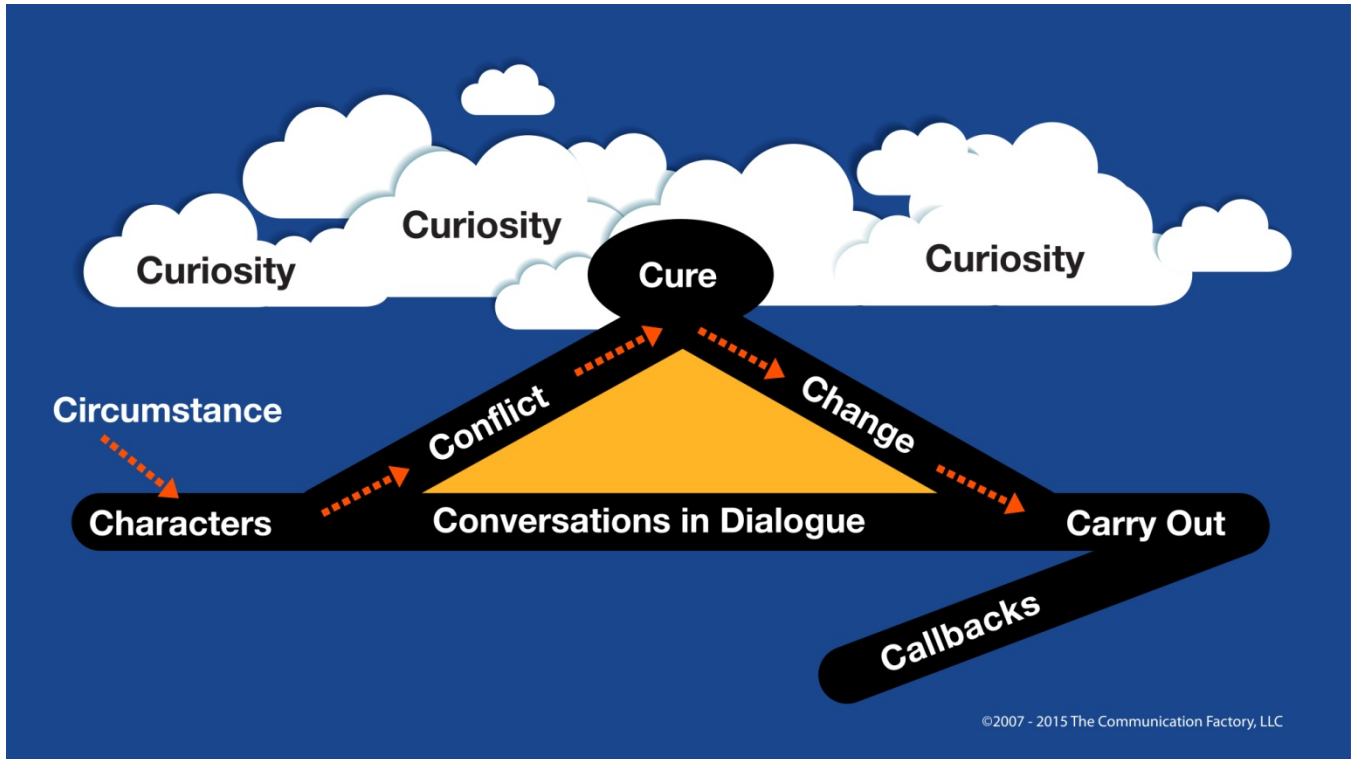
#### **IV. Powerful storytelling tools**

1. Superior Position: tell the audience something that a character in the story doesn't know – that creates...
2. Anticipation: the audience wants to guess what's going to happen next – which in turn creates...
3. Curiosity: the audience will be wondering HOW the character will deal with the conflict they are anticipating – which gives the opportunity for...
4. Surprise: reversing what the audience is anticipating and doing something completely unexpected.

#### **V. Be the hero of your own story**

1. Be clear about your own visible goal – the more specific, the better
2. Stop asking, “How can I not be afraid,” and instead ask, *“Am I willing to be afraid?”*

## Craig Valentine's Storytelling Model (9 Cs)



**1. Curiosity** - How do you get your audience to want to join you on your journey into your story? How do you tease them before you tell them?

---

---

---

**2. Circumstance** – How do you set the scene and place your audience members in it?

---

---

---



**3. Characters** – How do you make your characters feel real and visible?

---

---

---

**4. Conflict** – How do you create a hook for your audience very early in your story?

---

---

---

**5. Cure** – How do you overcome or transcend the conflict and what tools (advice, formula, recipe, change in perspective, etc.) do you use to do so? Who gives your character the Cure?

---

---

---

**6. Change** – How does your character's life change as a result of receiving the Cure? What is the change in his or her emotional state?

---

---

---

**7. Carryout Message** – What is the Foundational Phrase or succinct message that your audience can easily remember and repeat?

---

---

---

**8. Call Backs** – How can you seamlessly refer back to the Guru as you drive home your Foundational Phrase?

---

---

---

**9. Conversations in Dialogue** – What are the most important lines of dialogue that will breathe life into your story? How are you taking advantage of the spaces between the lines?

---

---

---

*“Never add humor to your speech; always **uncover** humor within it”*



[www.CraigValentine.com](http://www.CraigValentine.com)



[www.StoryMastery.com](http://www.StoryMastery.com)