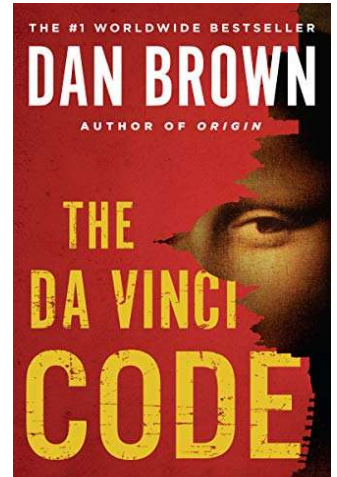
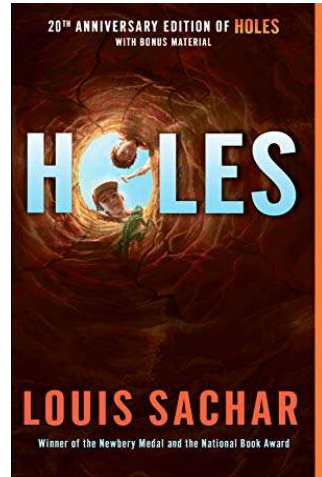
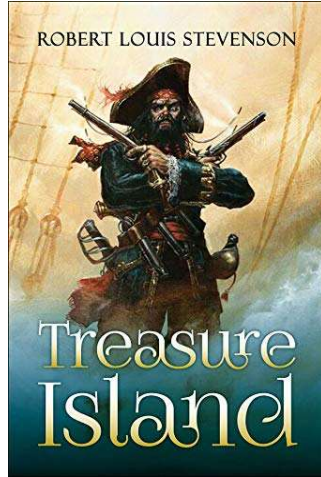
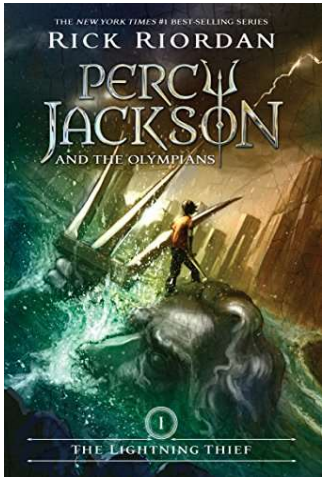
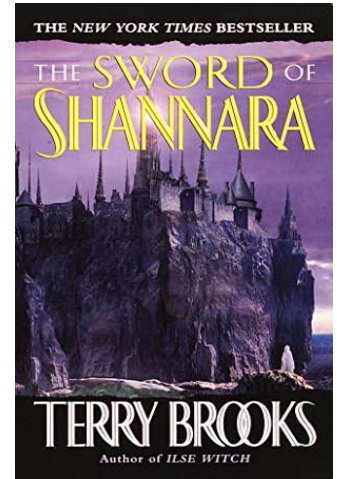
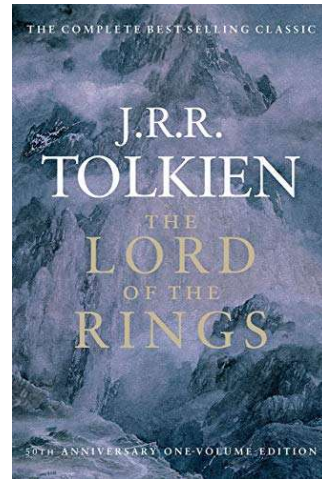
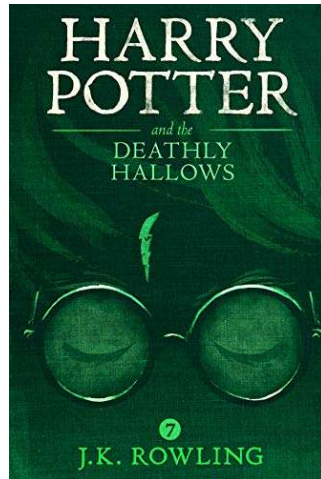
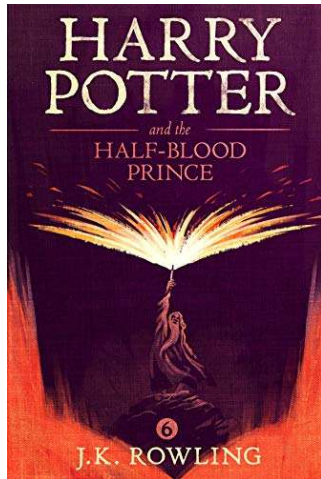
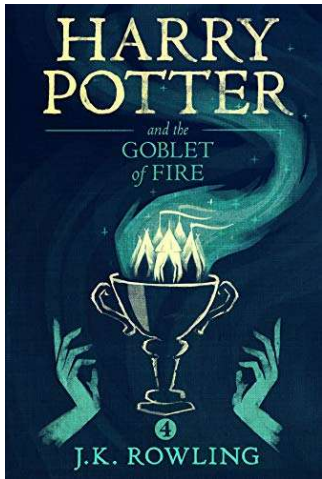
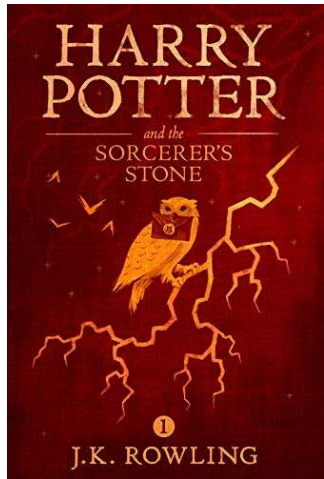
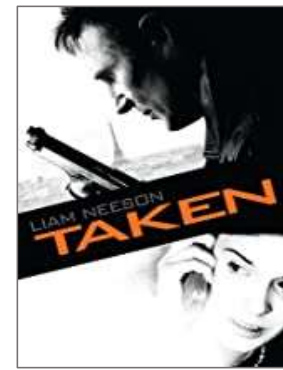
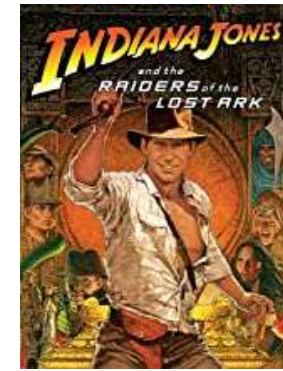
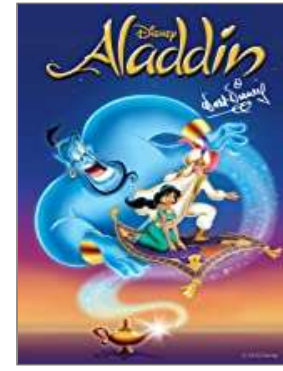


The Little-Known Secret That Propels So Many **Blockbuster** Plots

John D. Brown



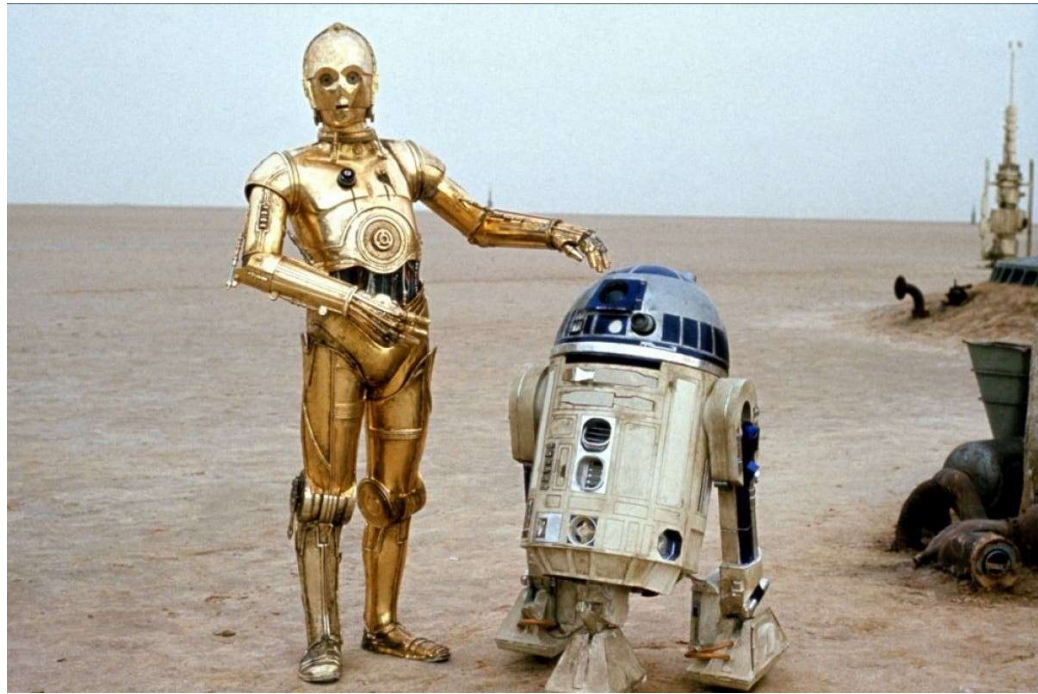




The wanted object



The wanted object



Four types

Info

Wanted for the info it contains.



Money

Wanted for its monetary value.



Heart

Wanted for its intrinsic value.



Power

Wanted for the ability it grants.



High or Low Concept

Story development

1

Story Setup

- Object
- Stakes
- Hero's goal (villain's goal)
- Formidable obstacles

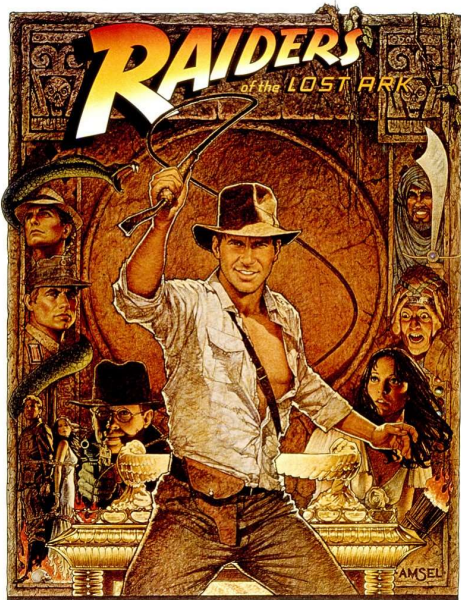
2

Plot

3

Chapters

The Story Setup



- The wanted object
- Concept size
- Stakes
- The hero's goal (the villain's goal)

Story development

1

Story Setup

- Object
- Stakes
- Hero's goal (villain's goal)
- Formidable obstacles

2

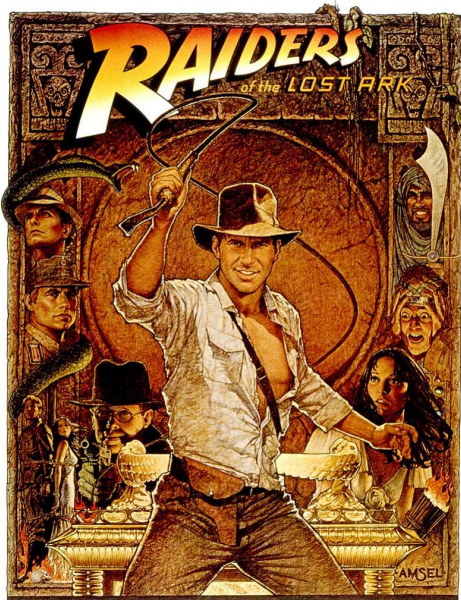
Plot

- Pursuit of goal
- Sequence obstacles
- Cool places
- Surprises
- Trapped, tight spots
- Rabbits out of hats
- All is lost

3

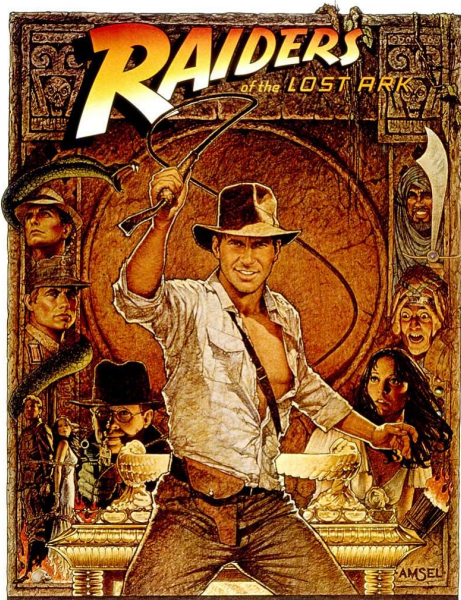
Chapters

The Plot



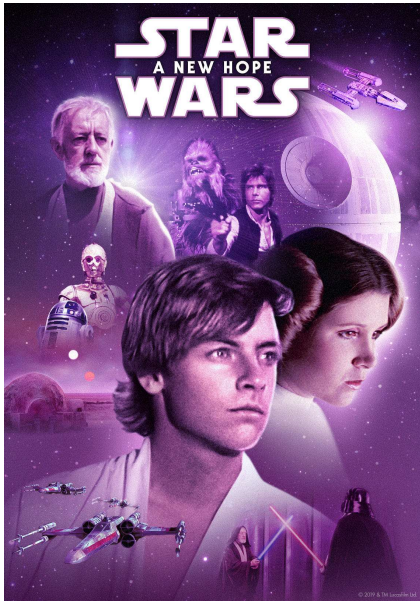
- Golden idol (first 11%)
- The problem and stakes
- Head of the staff of Ra
- Map room
- Well of Souls and Ark
- Belloq takes (66%)
- Indy on horse, takes back
- Belloq U-boat, takes back
- Indy chases, gets bazooka...
- Fail
- Reveal

Observations



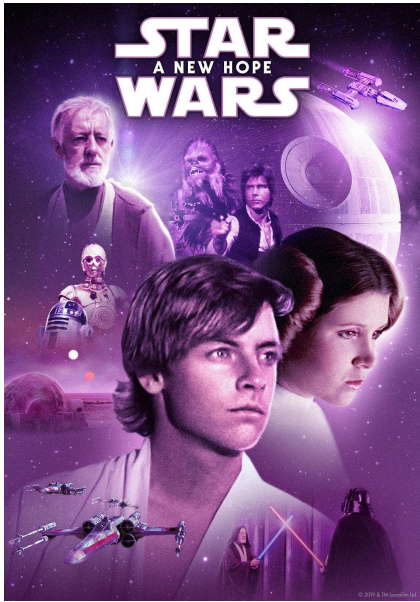
- Know stakes up front
- Series of wanted objects
- Race to get it, then we have the back and forth
- Mostly physical obstacles
- All is lost moment

The Story Setup



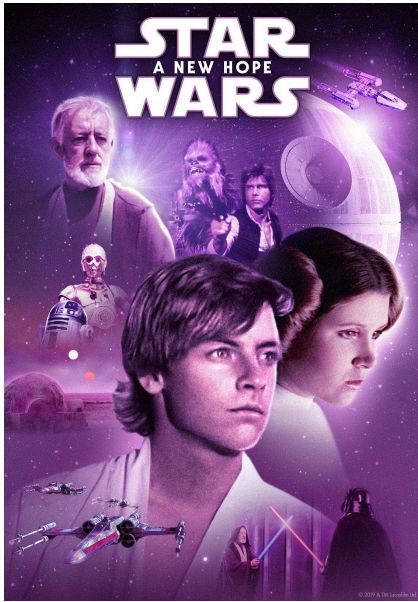
- The wanted object
- Concept size
- Stakes
- The hero's goal (the villain's goal)

The Plot



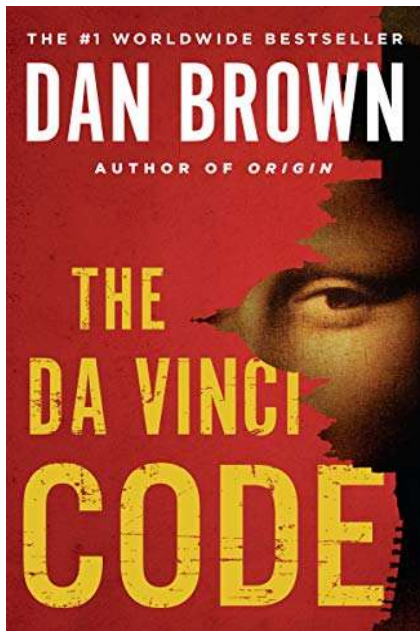
- Vader boarding ship
- Droids escape
- Uncle purchases
- Luke sees part (9%)
- Uncle: flush memory
- R2 takes off
- Obi-wan (25%)
- Accept quest
- Get ship, escape
- Death star tractor beam
- Escape Death Star
- Get plans to rebels
- Mount up (73%)
- Attack Death Star

Observations



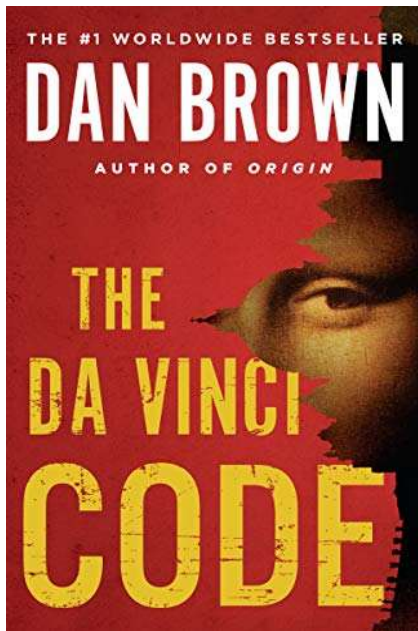
- Low concept “secret plans” high concept because of context
- Know stakes at 25%
- Chase story
- Physical obstacles
- Wanted object story ends at 73%

The Story Setup



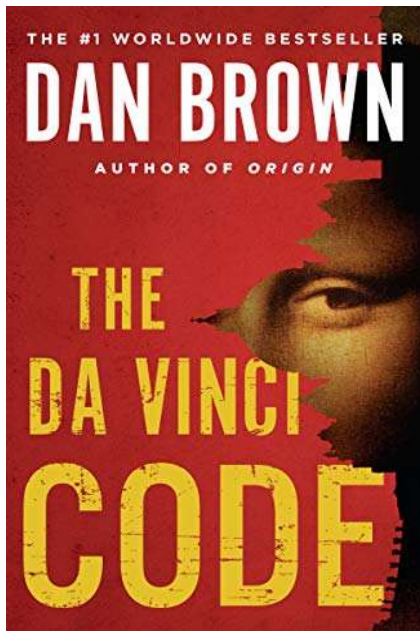
- The wanted object
- Concept size
- Stakes
- The hero's goal (the villain's goal)

The Plot



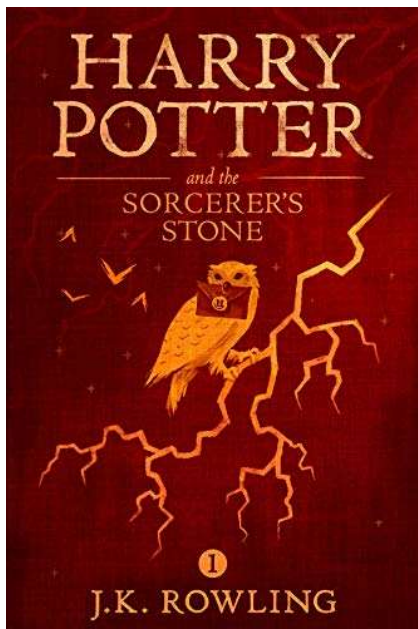
- Louvre at murder site
- Escape Louvre
- Try to get to embassy
- Escape hunt
- Get taxi, take taxi
- Drive to bank
- At bank, cryptex
- Escape bank, armored car
- Drive to Teabing for help
- Big reveal, second cryptex (50%)
- Escape Teabing's
- Fly to UK
- Escape airport
- Jaguar to crypt
- Lose cryptex
- Figure out true crypt
- Trap, all is lost
- Triumph

Observations



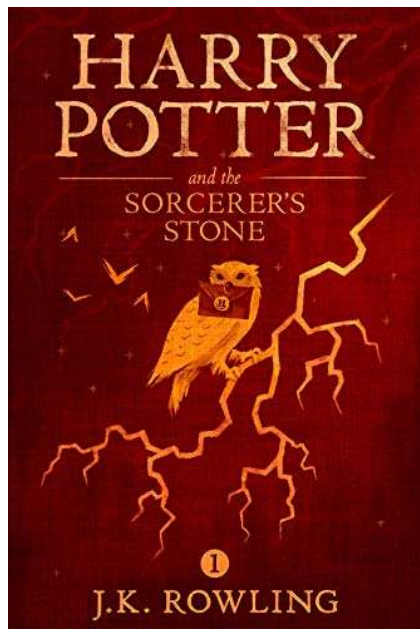
- Know stakes at 50%
- Chase/race story
- Obstacles
 - Intellectual puzzles
 - Being chased
- Pattern: Trapped, no way out! → escape → chat → trapped, no way out!
- Action set in fun places

The Story Setup



- The wanted object
- Concept size
- Stakes
- The hero's goal (the villain's goal)

The Plot



Dursleys

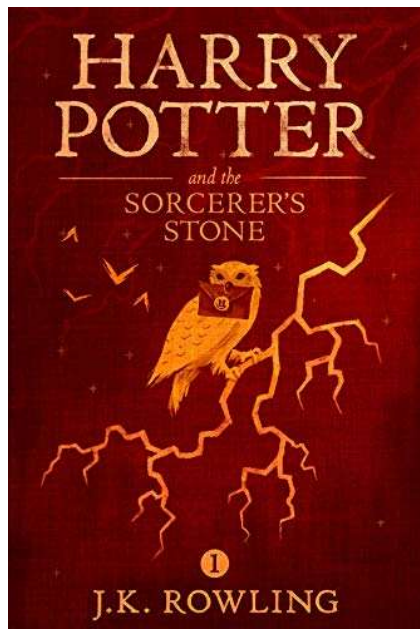
- Drop baby off
- Snake
- Letters
- Hagrid

Hogwarts: Malfoy, Snape, Object

- Diagon alley
- Train
- Sorting hat

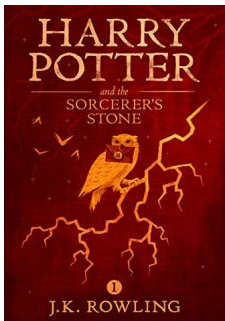
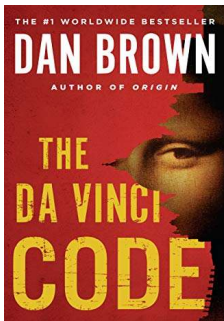
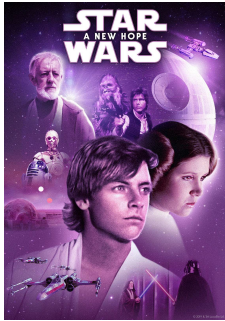
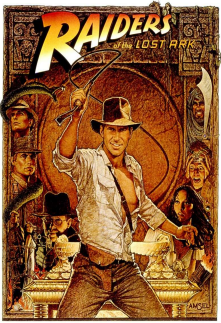
- Gringots news (46%)
- Break curfew, see dog (53%)
- Troll
- Snape's leg injury (59%)
- Quidditch
- Hagrid mentions Flamel (63%)
- Neville's card (71%)
- Norbert, centaur reveal! (83%)
- Goal: Get it first (87%)
- Gets stone!

Observations



- 4 stories, 2 parts. Hardship, bully, threat, object.
- Wanted object story grows in stage time
 - Hogwarts 15%
 - Zero stage time
 - 46% Gringots news, object becomes a mystery
 - 59% Harry sure Snape is trying to silence him, get object
 - 64% Start taking action to learn what it is
 - 71% Learn name of object, but not stakes
 - 83% Stakes!!
 - All the stage time
- Object story obstacles: mostly intellectual puzzles

Insights



- Stakes can be revealed early or later
- Can use race, chase, mystery, heist, quest, or other format
- Can do a progression of:
 - Goals
 - Wanted objects
 - Questions (what is it, where is it, why does anyone care?)
- Can transition away from or into object story
- Can use a variety of obstacles

Monkey have fun!

1

Story Setup

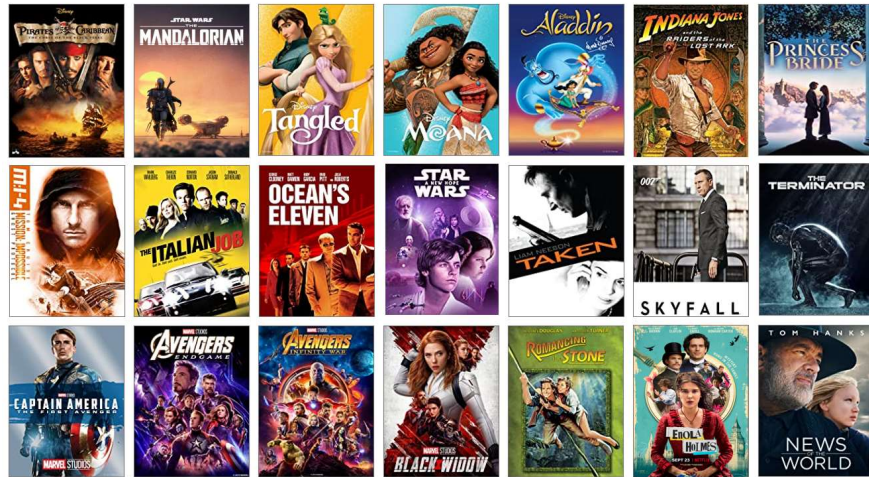
- Generate possible objects (class)
- Genre, soldier, girl
- Generate possible stakes (class)
- Hero's goal (villain's goal)
- Generate possible obstacles (class)

2

Plot

- Generate possible progressions
- Generate exciting locations (class)
- What comes next? What would she naturally do? Her tactics?

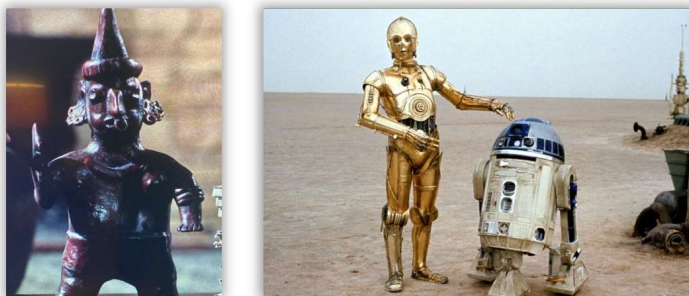
johndbrown.com



The wanted object



The wanted object



Four types

- Info**
Wanted for the info it contains.


- Money**
Wanted for its monetary value.


- Heart**
Wanted for its intrinsic value.


- Power**
Wanted for the ability it grants.



High or Low Concept

Insights



- Stakes can be revealed early or later
- Can do a series of goals
- Can do a series of objects
- Can do a series of questions—what is it, where is it, why does anyone care?
- Can transition away from or into object story

Monkey have fun!

1

Story Setup

- Generate possible objects (class)
- Genre, soldier, girl
- Generate possible stakes (class)
- Hero's goal (villain's goal)
- Generate possible obstacles (class)

2

Plot

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**Monkey see
Monkey have fun**