



The Storyteller's Playbook

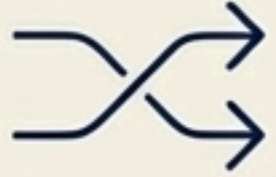
**Six Proven Techniques to Make Your
Content Unforgettable**

Better stories create better content.

If you want your content to perform better, you need to learn how to tell better stories. After reviewing this playbook, you will think differently about the way you write scripts and make videos.



The Six Plays for Masterful Storytelling



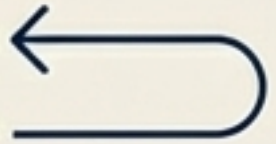
1. **The Dance:** The **interplay** of context and conflict.



2. **Rhythm:** The **musicality** of your words.



3. **Tone:** The art of **conversation**.



4. **Direction:** The power of **starting** with the end.



5. **Story Lenses:** Your **unique** angle on any topic.



6. **The Hook:** The art of the **first impression**.

➤ PLAY 01: THE DANCE

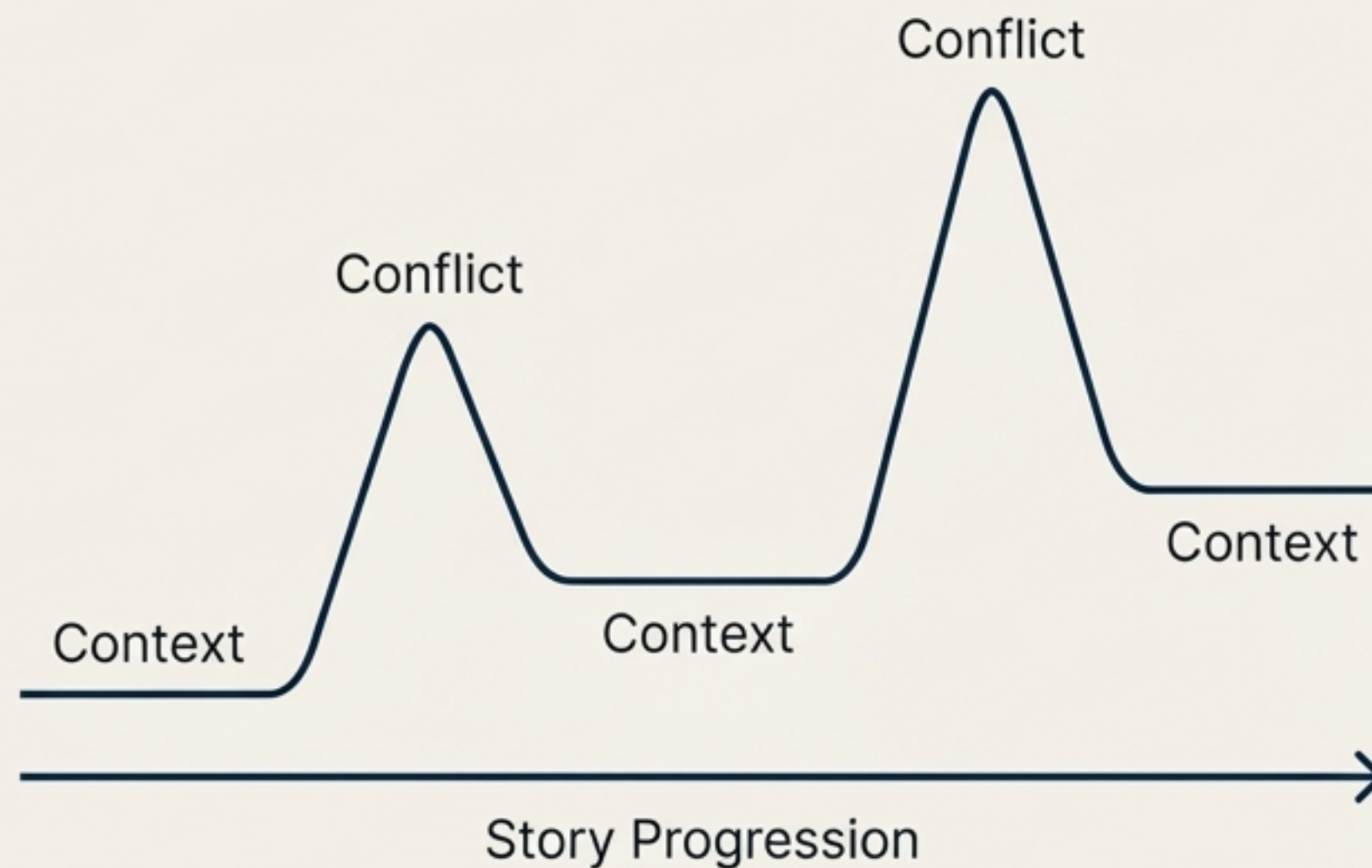
Great stories are a dance between context and conflict.

Core Concept

You give a little **context**—the characters are on a mission. Then, a **conflict** appears. You give more **context**—they've solved the first conflict. Then, another **conflict**. This dance is how you keep the viewer locked in.

The Psychology

Why does this work? Conflicts create open loops in the brain. **Context** helps close those loops.





PLAY 01: THE DANCE / THE TACTIC

Use the “South Park Rule” to create your dance.

The Rule

The words “and then” make a story boring. Between every story beat, you should use the words “therefore” or “but”.

This happens, **therefore** this happens.

This happens, **but** this happens.

Case Study: Stanley Cup Viral Video

Context: Stanley was about to discontinue the cup.

“BUT”: *But* a group of mom bloggers knew they were making a mistake.

“THEREFORE”: *Therefore*, they cut a special deal to order 5,000 cups in pastel colors.

Result: The video uses four “but then” conflict loops in the first 30 seconds to keep the storyline moving.



PLAY 02: RHYTHM

The subconscious pacing of your script is either soothing or boring.

Core Concept

There's a natural subconscious pacing and rhythm that is soothing to the brain. When all sentences are the same length, it creates a monotonous predictability. What you want is a variety of sentence and syllable combinations to create an unpredictable rhythm.

“Don’t just write words, write music.”

— Gary Provost

Boring

Soothing

Vary your sentence length to create music.

Visual Demonstration: The Gary Provost Text

This sentence has five words.

Here are five more words.

Five-word sentences are fine, but several together become monotonous.

Listen to what is happening.

The writing is getting boring.

The sound of it drones.

It's like a stuck record.

The ear demands some variety.

Now listen.

I vary the sentence length, and I create music.

Music.

The writing sings.

It has a pleasant Rhythm, a lilt, a Harmony.

I use short sentences.

And I use sentences of medium length.

And sometimes when I'm certain the reader is rested, I will engage him with a sentence of considerable length, a sentence that burns with energy and builds with all the impotence of a crescendo, the roll of the drums, the crash of the symbols, sounds that say listen to this, it is important.

Actionable Tip

When scripting, write every sentence on a separate line. If you look down the document, it should look like a jagged edge. If the lines all end at the same point, you don't have enough diversity.

PLAY 03: TONE

The most successful creators feel like they're in the room with you.

Core Concept

A conversational tone breaks down the conscious barrier of personal identity. Instead of questioning 'Am I being sold to?', the viewer gets out of their own mind and feels like they're in a conversation. They forget where they are. That's the magic.

Exemplars of Tone



Emma Chamberlain



Casey Neistat



Steve Jobs (during the original iPhone keynote)

Write and film as if you're talking to one close friend.

The Mindset Shift

Stop talking **at** your audience. Start talking **with** them.

Practical Exercises

1. For Writing 📝

Write your scripts as if you're typing a text or recording an audio note directly to your friend.

2. For Filming 📹

Print out a picture of your friend and tape it to the bottom of your camera lens. Look at them as you record.



↩ PLAY 04: DIRECTION

The best place to start writing your story is at the end.

Core Concept

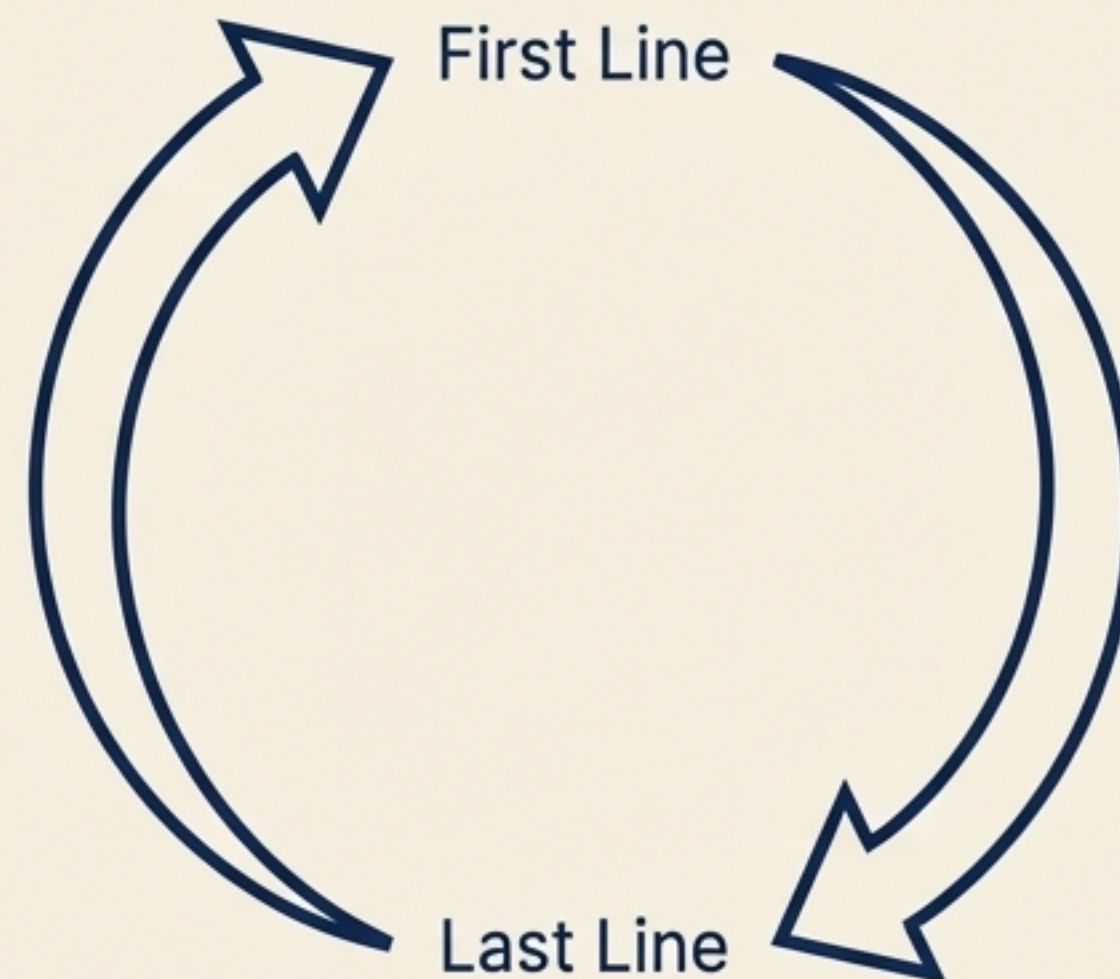
Figure out what the end is going to be, and then work backwards from there. Focus on where you want to take the viewer and what you want to leave them with.

The “Last Dab” Principle

The last line of your script should be so memorable that if that’s all someone heard, they’d be willing to share it with a friend.

Short-Form Video Insight

The video is designed to loop, so the last line is actually a setup for the first. The nine-hitter is supposed to set the table for the top of the order.

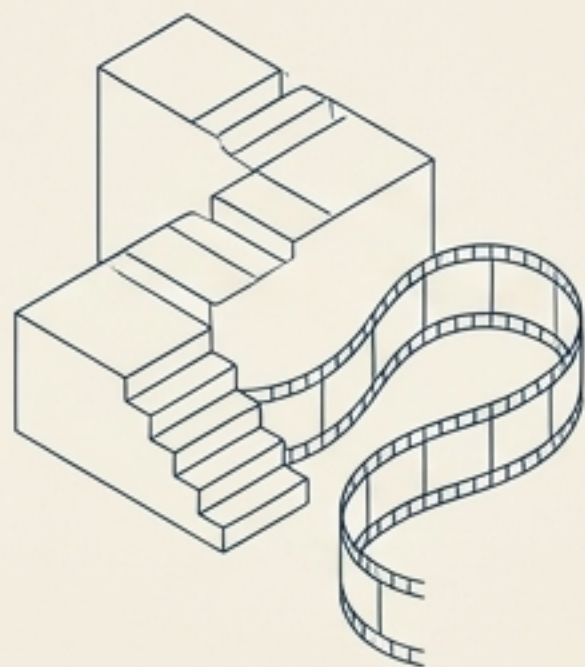




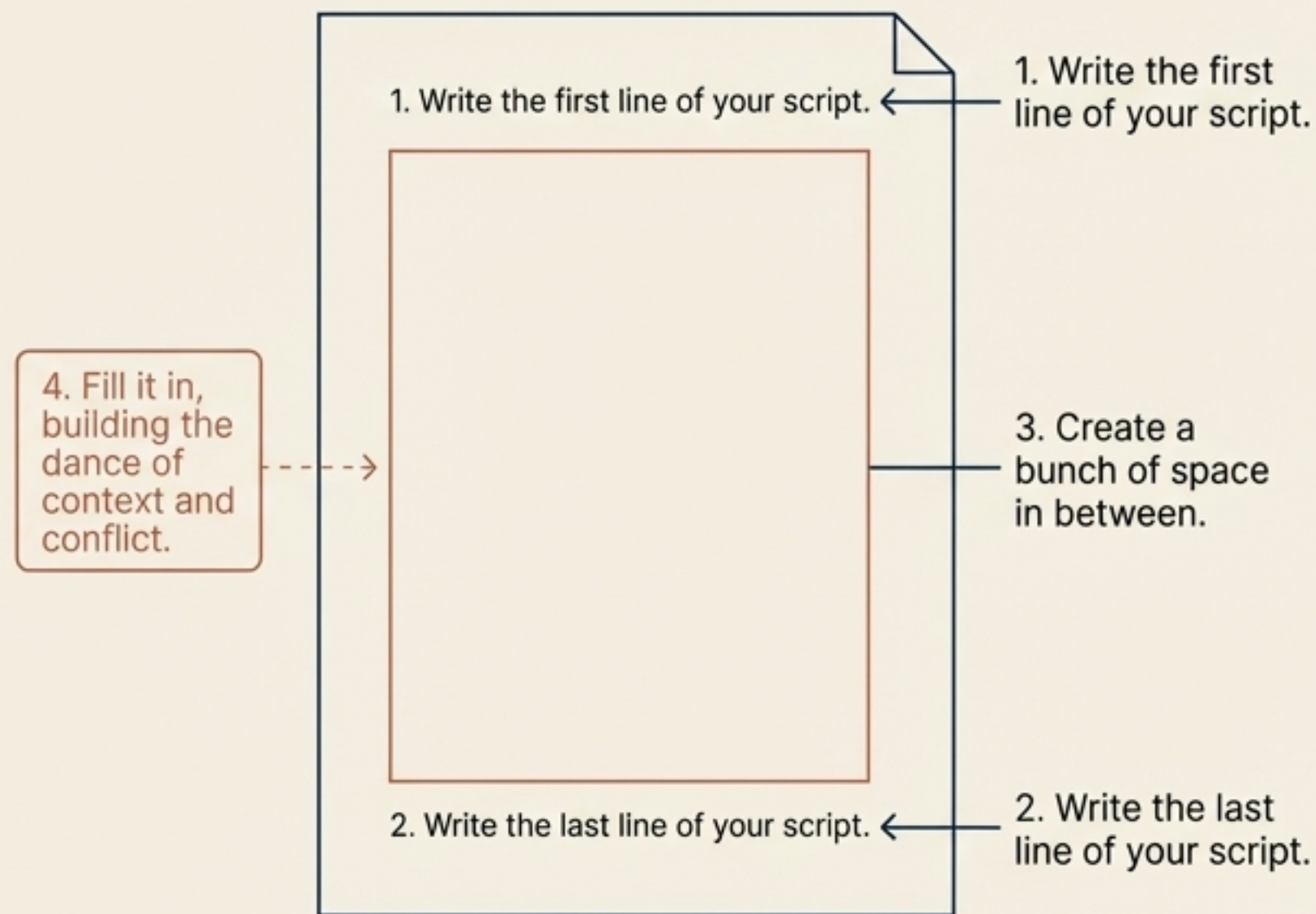
Write your first and last lines, then fill the space between.

The Master at Work: Christopher Nolan

Think about his films: *Tenet*, *Inception*, *Interstellar*. These are extremely complicated plot lines that inevitably he had to work out the end before he could build up the conflict in the middle.



Your Tactical Writing Process





PLAY 05: STORY LENSES

Finding a cool topic is not enough. You need a unique angle.

Core Concept

A story lens is your unique spin on a particular story. It's your unique fingerprint.

Unless you're super niched down, dozens of other people are talking about the same topic.

How do you differentiate?

Everyone sees the same white light

That prism is your story lens.

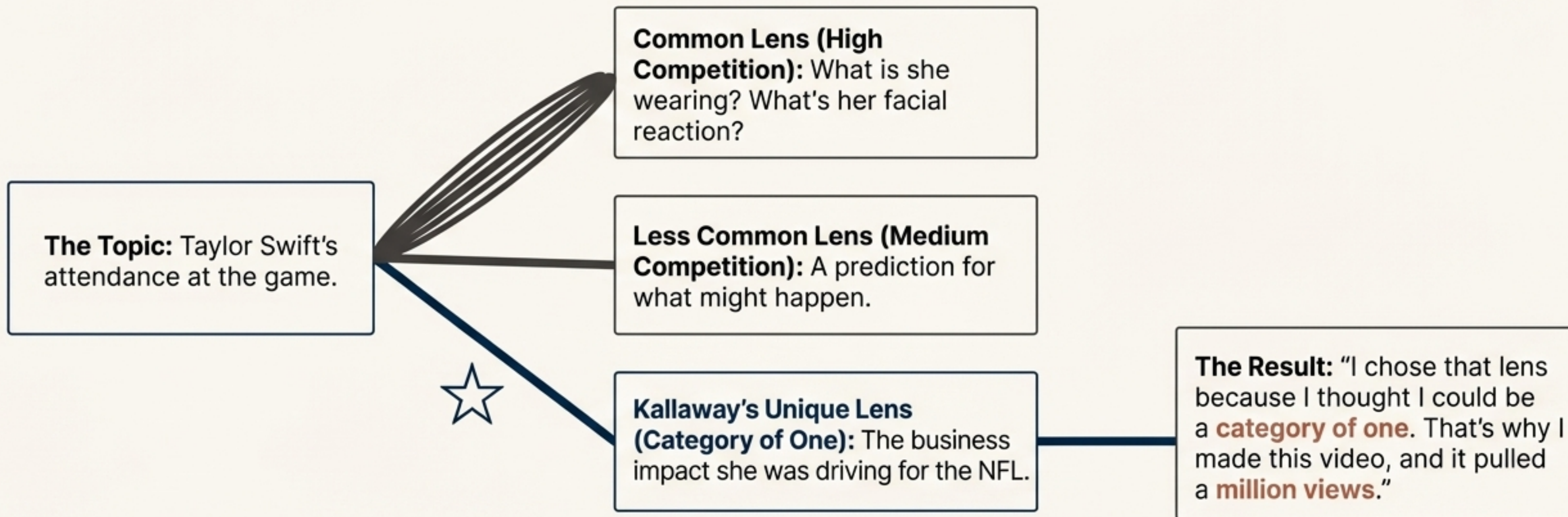
Now, put a prism in front of it. What people see will look different.





Choose a lens that allows you to be a “category of one.”

Case Study: Taylor Swift at the Super Bowl





PLAY 06: THE HOOK

Two ways to level up your hooks immediately.

Rule 1: Get to the Point.

Your first line should be as punchy and as indicative of the plot as possible.

DO	✓ "These are the best garden techniques..."
DON'T	✗ "Wait till you see this..."

Rule 2: Show While You Tell.

Visual hooks are **10 times** more effective than Audio Only hooks. People's eyes perceive faster than their ears can hear.



Example: Epic Gardening

Before I hear anything he says, I see a strawberry on the screen. It's vivid red. Immediately I know this video is about strawberries.

You Have the Plays. Now Build Your Story.



The Dance



Rhythm



Tone



Direction



Story Lenses



The Hook

These are the tools. The way you combine them is your art.