* **Dopamine** (increases focus, attention, memory, and motivation)
* How: include cliffhangers, curiosity gaps, storytelling in general  
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* **Oxytocin** (feelings of trust, empathy, and generosity)
* How: include a character that people can empathize with  
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* **Endorphins** (creative, relax, and focus)
* How: include humor

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