

# THE POWERFUL CHARACTER ARC FORMULA

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## STEP #1: ASK YOURSELF WHY

*why do you want to write this story? why is the theme important to you?*



## WHAT IS THE PROTAGONIST'S DESIRE?

*(the thing they believe will make them happy)*

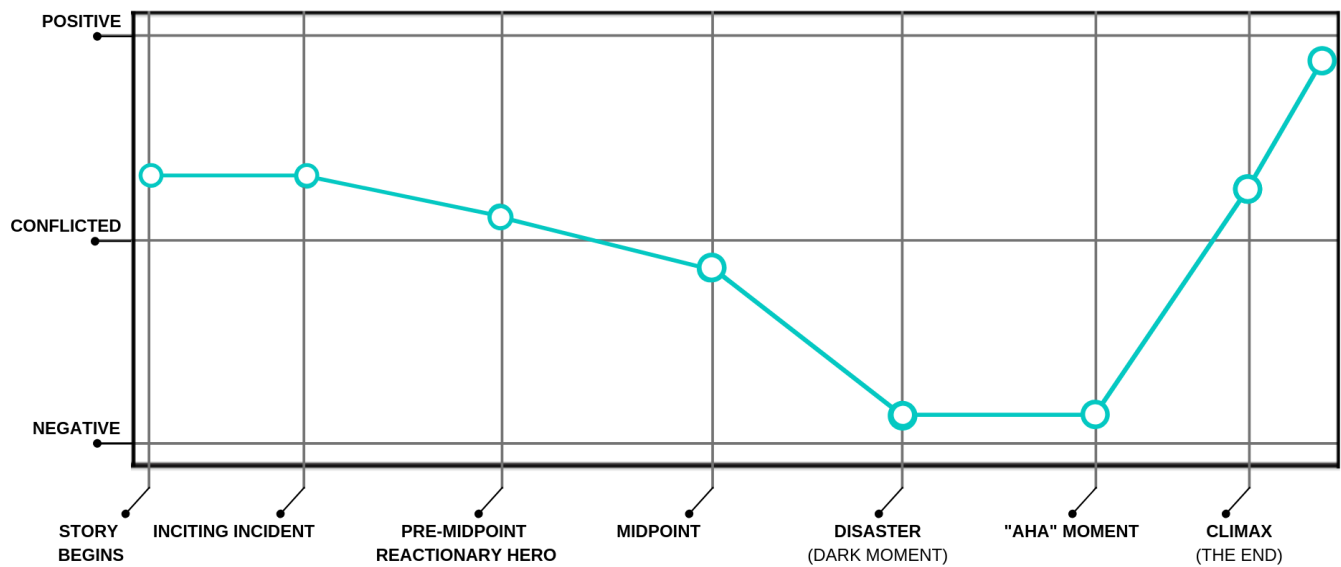
## WHAT IS THE PROTAGONIST'S FEAR?

*(the thing stopping them from going after what will make them happy)*

## WHAT IS THE PROTAGONIST'S MISBELIEF?

*(the thing they mistakenly believe is true about the world)*

## YOUR PROTAGONIST'S POWERFUL CHARACTER ARC



### THE OPENING

*When a story first opens, nothing hooks the reader except for one thing: your protagonist's inner conflict. In a nutshell, that means: desire VS fear. How is the protagonist's fear standing in the way of getting what she thinks will make her truly happy?*

### THE INCITING INCIDENT

*Why does this inciting incident matter to your protagonist? How does it push her outside her comfort zone? How is she going to respond to it, based on the fear that has raised her?*

## THE MIDDLE

*The fear-based decision your protagonist made after the inciting incident is something she's still paying for...until the game-changing midpoint. This usually leads to bad decisions on the protagonist's part, as she THINKS she's doing the right thing, but is actually doing just the opposite (still trying to avoid the thing she's afraid of.)*

## THE DARK MOMENT

*Disaster strikes! But what does this disaster personally mean to the protagonist? How does it force them to realize that they're the one to blame for this crisis? How does it completely disarm them and make them face off with their fear and misbelief?*

## THE "AHA" MOMENT

*After your protagonist has been brought to their knees by the disaster, they have a revelation — an aha moment. They can suddenly see how their fear and misbelief has led them to make the wrong decisions about everything. So how is your protagonist going to overcome their fear and continue to the climax, therefore developing as a character? What lesson are they going to learn (and simultaneously teach the audience?)*

## THE ENDING

*Protagonist faces their most difficult challenge yet. It's a true test of their character — and how they respond to the situation is the proof that they've changed. At the end of the story, your reader should feel contented with the message of the book because the character HAS changed for the better, even if she wasn't able to make things right in the end.*

## CONCLUSION

*If your reader doesn't know how the character has transformed as a result of her journey, you need to rewrite your book until they do.*