

Ch11 Every moment must have a location.  
It should be like a continuous movie.

Ch12 Negatives are always better sounding than positives  
(this is opposite from coding!) they have a hidden 'but'  
AND THEN THEREFORE and BUT to string events

Ch13 Make big stories little. They are a means to an end.

### 88 Brevity is better

Ch15 Surprise elicits emotion, laughter, crying. To preserve & enhance:  
 1. Avoid thesis statements  
 2. Heighten contrast between surprise & moment just before *(surprise continues)*  
 3. Increase surprises with stakes  
 4. Plant and hide bombs  
     • obscure them in a list of other details/examples  
     • put them as far as possible from the surprise  
     • Build a rough around them to camouflage importance

Ch16 Humor is optional. Heart is what leaves an incredible mark.

Tips for humor

- Make them laugh within first 30 seconds
- Make em' laugh before you make em' cry } surprise!
- Use laughter to give audience a breath
- Stop crying to tell something else (crying twice)

Cultivating the surprise

- Milk cows & a baseball - unexpected word strategically placed
- Babies and Blenders - pushing two things together uncommon  
↳ "One of These Things Is Not Like the Other"
- ↳ Exaggeration - but it must be agreed as an exaggeration

Ch17 Stories can only be told about one thing. To accurately assess your beginning and end. (Can be two stories on same moment)  
If you don't know the 5 second moment of your story, say it in verbose detail to uncover it.  
Uncovering this is finding meaning out of stories we've lived, help understand ourselves.

HOW: Make sure I'm aware of the setting, give audience clear picture  
WHY: Tell entertaining and well-constructed stories.  
WHEN: When writing a story.

HOW: I say "and then" a lot. Start thinking of stories in bits & therefore  
WHY: Same as all. Have a more logical and entertaining flow  
WHEN: When blogging, video-making/writing, when talking to someone

HOW: Find the little moments hidden inside big ones: comprehensible, relatable, connectable.  
WHY: Big stories are not relatable  
WHEN: when crafting a story with a big event

HOW: Longer you speak, more perfect & entertaining you have to be. But it's hard!  
WHY: I'm not that entertaining lol. Cut the fluff!  
WHEN: when piece of work is going over ten minutes Try to keep to 4-5.

HOW: strategically craft the story to maximize emotions  
WHY: More emotion creates a lasting story  
WHEN: when thinking about surprises within a story & crafting them

HOW: To incorporate humor into a story or speech

WHY: Humor makes people comfortable and increases emotional impact of heart  
WHEN: when writing a story.

HOW: Discover more about myself through stories, and to share this art.

WHY: I have a lot of footage I haven't analyzed - untold stories I want to discover meanings of. Recurring dreams. I want to understand  
WHEN: Going thru my footage, when searching and planning stories as little seedlings