

# 2 Ways to Amp Up Drama

A great explainer video is packed with lots of drama, just like a movie.

Now, don't worry. You do not have to be the second coming of Stanley Kubrick or some great Hollywood director in order to make this happen.

As a matter of fact, I'm gonna give you two of my favorite tools for creating drama very quickly and very easily. You can do this on the fly, and you'll be surprised at how little effort it takes.

My first tool for adding drama to any script quickly and easily is degree. You can think of it like a little dial.

It's a little degree dial that you can just turn in order to make something more dramatic.

So, for example, if a kid is throwing a tantrum inside of a store, you can amp up the degree by making it into a major meltdown instead. You can put the kid on the floor, you can have him kicking and screaming, you can have him slapping the floor. You can have him totally going crazy as a way of amping up the drama.

So, whenever you look at a sentence where something bad happens, or even if something good happens, you can just turn

that degree and say to yourself, “How can I amp up the drama here?”

My other favorite tool for amping up the drama of your script very quickly and very easily is using contrast.

The way it works is very simple. If we go along with our example of the child throwing the tantrum, what we would do is, we would juxtapose that scenario with a scene where the child is totally fine.

So, it can be, his mother is wheeling the cart, and he’s sitting there happy as a clam, and then something happens, or maybe nothing happens, and boom, the next second, he’s freaking out.

He’s on the floor, he’s screaming, he’s kicking. And so, adding in the contrast of what happened just a minute ago when he was totally calm will make his tantrum seem that much more dramatic.

Now, this doesn’t mean that you need to max out the drama every single time on every single sentence. It doesn’t mean that you need to turn the degree dial to the max every time. It doesn’t mean that you need contrast and degree every single time. Don’t worry about any of that.

Just keep these tools in your toolbox, and whenever you look at a sentence that just feels kind of drab, just think to yourself, “Should I turn up the degree? Should I add some contrast? Should I do both?” And do the best you can.