

THE SINGLE MOST POWERFUL WRITING TOOL YOU'LL EVER SEE THAT FITS ON ONE PAGE

WHAT IS THE CONCEPTUAL HOOK/APEAL OF YOUR STORY?

- Can it be expressed as a “what if?” question?
- Can you answer that question?
- Does your initial “what if?” question immediately inspire subsequent “what if?” questions that begin to suggest plot points and story segments?

WHAT IS THE THEME OF YOUR STORY?

- Is your intention to sell a point of view, or merely explore it?
- Does your story inspire multiple themes?

HOW DOES YOUR STORY OPEN?

- Is there an immediate hook?
- What is the hero doing in his life before the First Plot Point?
- What stakes are established prior to the First Plot Point?
- What is your character’s backstory?
- What inner demons show up here that will come to bear on the hero later in the story?
- What is foreshadowed prior to the First Plot Point?

WHAT IS THE FIRST PLOT POINT IN YOUR STORY?

- Is it located properly within the story sequence?
- How does it change the hero’s agenda going forward?
- What is the nature of the hero’s new need/quest?
- What is at stake relative to meeting that need?
- What opposes the hero in meeting that need?
- What does the antagonistic force have at stake?
- Why will the reader empathize with the hero at this point?
- How does the hero respond to the antagonistic force?

WHAT IS THE MIDPOINT CONTEXTUAL SHIFT/TWIST IN YOUR STORY?

- How does it part the curtain of superior knowledge ... for the hero ... and for the reader?
- How does this shift the context of the story?
- How does this pump up dramatic tension and pace?
- How does your hero begin to successfully pursue or attack his need/quest?
- How does the antagonistic force respond to this attack?
- How do the hero’s inner demons come to bear on this attack?
- What is the all-is-lost lull just prior to the Second Plot Point?

WHAT IS THE SECOND PLOT POINT IN YOUR STORY?

- How does this event change or affect the hero’s proactive role?
- How does your hero become the primary catalyst for the successful resolution of the central problem or issue in this story?
- How does that role meet the hero’s need and fulfill the quest?
- How does the hero demonstrate the conquering of inner demons?
- How are the stakes of the story paid off? Who wins, and what does he win? Who loses, and what does he lose?
- What will be the reader’s emotional experience as the story comes to its conclusion?