

# THE 22 RULES OF STORYTELLING AS PER PIXAR

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**YOU ADMIRE**

**A CHARACTER FOR**

**TRYING**

**MORE THAN**

**FOR THEIR**

**SUCCESSSES.**

**#1.**

**22 Rules of Storytelling**

**YOU GOTTA KEEP IN MIND**

**WHAT'S INTERESTING TO YOU**

**AS AN AUDIENCE,**

**NOT WHAT'S FUN**

**TO DO AS A WRITER.**

**THEY CAN BE V. DIFFERENT.**

**#2.**

**22 Rules of Storytelling**

**TRYING FOR THEME**

**IS IMPORTANT,**

**BUT YOU WON'T SEE WHAT THE**

**STORY IS ACTUALLY ABOUT**

**TILL YOU'RE AT THE END OF IT.**

**NOW REWRITE.**

**#3.**

**22 Rules of Storytelling**

**ONCE UPON A TIME THERE WAS**

**EVERY DAY .....**

**ONE DAY .....**

**BECAUSE OF THAT, .....**

**BECAUSE OF THAT, .....**

**UNTIL FINALLY .....**

**#4.**

**22 Rules of Storytelling**

**SIMPLIFY. FOCUS.**

**COMBINE CHARACTERS.**

**HOP OVER DETOURS.**

**YOU'LL FEEL LIKE YOU'RE**

**LOSING VALUABLE STUFF**

**BUT IT SETS YOU FREE.**

**#5.**

**22 Rules of Storytelling**

**WHAT IS YOUR CHARACTER**

**GOOD AT, COMFORTABLE WITH?**

**THROW THE POLAR OPPOSITE**

**AT THEM.**

**CHALLENGE THEM.**

**HOW DO THEY DEAL?**

**#6.**

**22 Rules of Storytelling**

**COME UP WITH YOUR ENDING**

**BEFORE YOU FIGURE OUT YOUR**

**MIDDLE.**

**SERIOUSLY.**

**ENDINGS ARE HARD,**

**GET YOURS WORKING UP FRONT.**

**#7.**

**22 Rules of Storytelling**



**FINISH YOUR STORY,**

**LET GO**

**EVEN IF IT'S NOT PERFECT.**

**IN AN IDEAL WORLD YOU HAVE**

**BOTH, BUT MOVE ON.**

**DO BETTER NEXT TIME.**

**#8.**

**22 Rules of Storytelling**

**WHEN YOU'RE STUCK,**

**MAKE A LIST OF WHAT**

**WOULDN'T HAPPEN NEXT.**

**LOTS OF TIMES**

**THE MATERIAL TO GET YOU**

**UNSTUCK WILL SHOW UP.**

**#9.**

**22 Rules of Storytelling**

**PULL APART THE STORIES YOU LIKE.**

**WHAT YOU LIKE IN THEM**

**IS A PART OF YOU;**

**YOU'VE GOT TO**

**RECOGNIZE IT**

**BEFORE YOU CAN USE IT.**

**#10.**

**22 Rules of Storytelling**

**PUTTING IT ON PAPER**

**LETS YOU**

**START FIXING IT.**

**IF IT STAYS IN YOUR HEAD,**

**A PERFECT IDEA, YOU'LL**

**NEVER SHARE IT WITH ANYONE.**

**#11.**

**22 Rules of Storytelling**

**DISCOUNT THE 1ST THING THAT**

**COMES TO MIND.**

**AND THE 2ND, 3RD, 4TH, 5TH**

**– GET THE OBVIOUS**

**OUT OF THE WAY.**

**SURPRISE YOURSELF.**

**#12.**

**22 Rules of Storytelling**

**GIVE YOUR CHARACTERS**

**OPINIONS.**

**PASSIVE/MALLEABLE MIGHT**

**SEEM LIKABLE TO YOU**

**AS YOU WRITE, BUT IT'S**

**POISON TO THE AUDIENCE.**

**#13.**

**22 Rules of Storytelling**

**WHY**

**MUST YOU TELL THIS STORY?**

**WHAT'S THE BELIEF**

**BURNING WITHIN YOU THAT**

**YOUR STORY FEEDS OFF OF?**

**THAT'S THE HEART OF IT.**

**#14.**

**22 Rules of Storytelling**

**IF YOU WERE**

**YOUR CHARACTER,**

**IN THIS SITUATION,**

**HOW WOULD YOU FEEL?**

**HONESTY LENDS CREDIBILITY**

**TO UNBELIEVABLE SITUATIONS.**

**#15.**

**22 Rules of Storytelling**



**WHAT ARE THE STAKES?**

**GIVE US REASON TO ROOT**

**FOR THE CHARACTER.**

**WHAT HAPPENS**

**IF THEY DON'T SUCCEED?**

**STACK THE ODDS AGAINST.**

**#16.**

**22 Rules of Storytelling**

**NO WORK IS**

**EVER WASTED.**

**IF IT'S NOT WORKING,**

**LET GO AND MOVE ON**

**- IT'LL COME BACK AROUND**

**TO BE USEFUL LATER.**

**#17.**

**22 Rules of Storytelling**

**YOU HAVE TO**

**KNOW YOURSELF:**

**THE DIFFERENCE BETWEEN**

**DOING YOUR BEST & FUSSING.**

**STORY IS TESTING,**

**NOT REFINING.**

**#18.**

**22 Rules of Storytelling**

**COINCIDENCES TO GET**

**CHARACTERS INTO TROUBLE**

**ARE GREAT;**

**COINCIDENCES TO GET**

**THEM OUT OF IT**

**ARE CHEATING.**

**#19.**

**22 Rules of Storytelling**

**EXERCISE:**

**TAKE THE BUILDING BLOCKS**

**OF A MOVIE YOU DISLIKE.**

**HOW D'YOU**

**REARRANGE THEM**

**INTO WHAT YOU DO LIKE?**

**#20.**

**22 Rules of Storytelling**

**YOU GOTTA IDENTIFY**

**WITH YOUR**

**SITUATION/CHARACTERS,**

**CAN'T JUST WRITE 'COOL'.**

**WHAT WOULD MAKE YOU**

**ACT THAT WAY?**

**#21.**

**22 Rules of Storytelling**

**WHAT'S THE ESSENCE**

**OF YOUR STORY?**

**MOST ECONOMICAL**

**TELLING OF IT?**

**IF YOU KNOW THAT, YOU CAN**

**BUILD OUT FROM THERE.**

**#22.**

**22 Rules of Storytelling**

**LIKE & SHARE**

**TO SHOW SOME**

**CARE. ♡**

**THANK YOU.**