



THE STORY RECIPE

By Florian Mueck and John Zimmer



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Your audience can relate to your personal stories; your audience can connect with your personal stories; your audience loves your personal stories. Cook your story with seven ingredients based on the Story Recipe. You can learn more about the recipe in *Der TED Effekt*, Florian Mueck/John Zimmer, Redline 2017.

INGREDIENT 1: MOMENT IN TIME

INGREDIENT 2: CHARACTERS

Name	<input type="text"/>	<input type="text"/>	<input type="text"/>
Look	<input type="text"/>	<input type="text"/>	<input type="text"/>
Personality	<input type="text"/>	<input type="text"/>	<input type="text"/>

INGREDIENT 3: SITUATION

Put your audience in the initial context of your story using the five senses

Sight	Smell	Taste	Touch	Hearing
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

INGREDIENT 4: CHALLENGE

An excellent story plot follows the "Hero's Journey" (Joseph Campbell, 1949, *The Hero with a Thousand Faces*). At the beginning of his journey the protagonist faces an important challenge, e.g. Frodo has to destroy the ring of the rings. Describe the challenge you face in your story.

INGREDIENT 5: STRUGGLE

What did you do to overcome that challenge? Describe your struggle, your emotional rollercoaster ride, your ups and downs. For the audience your struggle is the most exciting part of your story.

INGREDIENT 6: CLIMAX

The maximum moment of tension. You overcome your challenge; the struggle is over.

INGREDIENT 7: LESSON

The most inspiring moment for your audience, because they can learn from your own lesson. So - what did you learn?