

John Brown's Story Development Framework

Your job is to develop the story, making it come alive in your mind, then to write it in a way that will evoke it in the reader's mind. The principles help you understand how story works so you know what you're looking for and how to go about developing that area. The tools help you accomplish the work. Bottom line: focus on the objectives, not the tools. There is no best sequence for development. Just keep developing in all areas until you have enough ideas that the story begins to buck and kick in your hands. Sooner or later it WILL come to life.

AREA	Development Objectives	Development Principles & Concepts	Development Tools
GENERAL	Make the story come alive in your own mind	Focus on developing the 6 core parts of story (genre, character, setting, problem, plot, text)	See the specifics for each of the parts
		Gather zing: use a drag net and hunt with a purpose	Other stories Snippets of life Research Other . . .
		Generate your own zing	Creative Q&A List and twist Other . . .
		Develop in iterations	Sketch and draft Other . . .
		Practice farmer's faith	List and twist Crap drafts Other . . .
		Write what you care about and believe in: listen to your Spidey-sense	Spidey-sense steps Other . . .
		Make enough time	Weekly schedule 48/12 work chunks Alpha wave time Move thinking time to other slots Sketch then draft Other . . .
		Relax and have fun	Spidey-sense steps Other . . .
GENRE	Define the overall type of story you want to write	Reader expectations Tropes & patterns	Statement of general story type Other . . .

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CHARACTER	Develop characters who move and delight you	Sympathy Deservingness Interest Types Cast sizing	Sketches Dominant impression Tags Histories & Interviews Images Character assessments Other . . .
SETTING	Develop a setting that interests you and feels real	How things work Telling detail What's necessary	Dominant impression Tags History Maps Travel guide Gossip guide Other . . .
PROBLEM	Develop a story problem that you find compelling	The 3 main types of problems Character goals Opposition Problems that speak to the reader (theme)	Story setup Story idea generation techniques Other . . .
PLOT	Help the reader hope and fear for your character	Suspense Surprise Curiosity The 3 phases of a story's problem structure The story cycle Tropes and patterns	Sketches Outlines Exploratory drafts Other . . .
TEXT	Evoke the story in the reader's mind	Telling to evoke Clarity Working memory limitations Stimulus-response order The story cycle Beginnings and endings Scenes and summary Point of view Poetic devices, Sound and rhythm Mechanics	Sketches Scene primer Drafts Other . . .