



# Story Design: Storyteller's Handbook for Writers and Dream Merchants

*Shared Experience Art Machine*

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# Story Design: Storyteller's Handbook for Writers and Dream Merchants

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## **Story Design: Storyteller's Handbook for Writers and Dream Merchants** Shared Experience Art Machine

Story Design helps storytellers craft better stories - by design. Many stories fail to deliver because they lack conviction and have nothing new to say. Rather than focus on narrative or style, we search for significance and substance. Our methodology creates meaningful stories with a positive social impact; stories that transform AND entertain. Our 7-step process was developed in partnership with over 300 writers, senior development executives, and Hollywood marketing professionals. It will improve your technique, efficiency and commercial focus. While this book is written primarily for the screenwriter and the creative producer, it will be invaluable to storytellers of all kinds and in all media. Readers of the book are welcome to join our Story Design Group community on SEAM ([www.seam.tv](http://www.seam.tv)) to use our online tools and perfect their own pitches: <http://www.seam.tv/groups/story-design>

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