

## WHAT YOU WILL LEARN

In this course you will learn how to add tension and excitement to your writing by means of story tools. The main effect of using stories is that your reader starts to want something. Desire is the key difference between writing with and without stories. These tools can be used to help involve and excite your reader.

The first step is to look at the structure of great stories. It turns out that all stories, however different at first glance, have one and the same format. Secondly, you will learn to use that format to shape your writing. Next you will learn what it takes to make your reader curious by using arcs of tension. And, last but not least, you will a secret timing tool that makes us feel that this writing is just right.

All in all you will learn to:

1. understand how great stories work
2. construct stories for your own content and context
3. optimise your stories by optimising story functions
4. create a compelling through line in your story
5. make your reader curious using arcs of tension
6. use timing tools to optimize your composition

## WHO FOR?

*Story Tools for Writers* is designed for everyone aiming to add extra excitement to their writing by using a story tools to involve and intrigue the reader.

The course is open to both experienced and inexperienced writers as the skills we teach are, in most cases, new to everybody.

## PRACTICALITIES

*Story Tools for Writers* consists of three half days with meetings every two weeks. Homework in between sessions adds up to four hours in total. You will be provided with a booklet detailing the course content. When you complete at least 80% of the course you will receive a certificate at the end. The number of participants per trainer is ideally 5 to 7. If there are more participants, the course can be taken with two trainers and 14 participants.

You can take this course as an individual in our open course offer. If enough of your colleagues are interested, the course can also be taken together at your place of work. As set-up, we would need a venue that easily seats everybody and a flipchart.

## COMBINATIONS

Combining *Story Tools for Writers* and *Creative Writers Tools* results in the three day course *The Art of Writing*. A combination of courses turns out to be more effective than taking them separately. If you plan to do two courses anyway, we would recommend a combination.

## ABOUT ARTESC

Artesc builds a bridge between the performing arts and communication in science, teaching, business and law. At present, our theatre and prose skills courses are used to improve professional communication in seven countries.

We are proud to have helped thousands of scientists, teachers, business and law professionals to reach a substantially higher level of presenting, teaching and writing.

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## STORY TOOLS FOR WRITERS

*Write & Involve*

So you can write a fluent text and it is all well organised. Great. But where is the excitement? If you want to get more excitement on the page you need to look behind the words. That's where the real action is.

What is it that makes the real action? Story Tools! Stories move us, they make us involved and most important; they make us want something... and then?

Romeo wanted Juliet... and  
Hamlet wanted revenge...

And your story?  
What should we want in your story?

In this course you will learn to play with the hopes and desires of your reader and get excitement in return. Notably challenging if you do not write about people. How to make your reader excited about a project, a plan or a technical description. Story Tools for Writers: Because excitement is just around the corner.

NO, it isn't anymore. What happened?

TO HELP YOU GIVE WINGS  
TO YOUR WRITING