

Victoreee

Write a Winning Story...



Amrish Shah

Prologue:

Once upon a time, there was a widower who married a proud and haughty woman as his second wife. She had two daughters, who were equally vain and selfish. By his first wife, he'd had a beautiful young daughter, a girl of unparalleled goodness and sweet temper. The Stepmother and her daughters forced the first daughter into servitude, where she was made to work day and night in menial chores. After the girl's chores were done for the day, she would retire to the barren and cold room given to her, and would curl up near the fireplace in an effort to stay warm. She would often arise covered in cinders, giving rise to the mocking nickname "Cinderella". Cinderella bore the abuse patiently and dared not tell her father, since his wife controlled him entirely.

One day, the Prince invited all the young ladies in the land to a ball, planning to choose a wife from amongst them. The two Stepsisters gleefully planned their wardrobes for the ball, and taunted Cinderella by telling her that maids were not invited to the ball.

As the sisters departed to the ball, Cinderella cried in despair. Her Fairy Godmother magically appeared and immediately began to transform Cinderella from house servant to the young lady she was by birth, all in the effort to get Cinderella to the ball. She turned a pumpkin into a golden carriage, mice into horses, a rat into a coachman, and lizards into footmen. She then turned Cinderella's rags into a beautiful jeweled gown, complete with a delicate pair of glass slippers. The Godmother told her to enjoy the ball, but warned that she had to return before midnight, when the spells would be broken.

At the ball, the entire court was entranced by Cinderella, especially the Prince. At this first ball, Cinderella remembers to leave before midnight. Back home, Cinderella graciously thanked her Godmother. She then greeted the stepsisters, who had not recognized her earlier and talked of nothing but the beautiful girl at the ball.

Another ball was held the next evening, and Cinderella again attended with her Godmother's help. The Prince had become even more infatuated, and Cinderella in turn became so enchanted by him she lost track of time and left only at the final stroke of midnight, losing one of her glass slippers on the steps of the palace in her haste. The Prince chased her, but outside the palace, the guards saw only a simple country girl leave. The Prince pocketed the slipper and vows to find and marry the girl to whom it belonged. Meanwhile, Cinderella kept the other slipper, which did not disappear when the spell was broken.

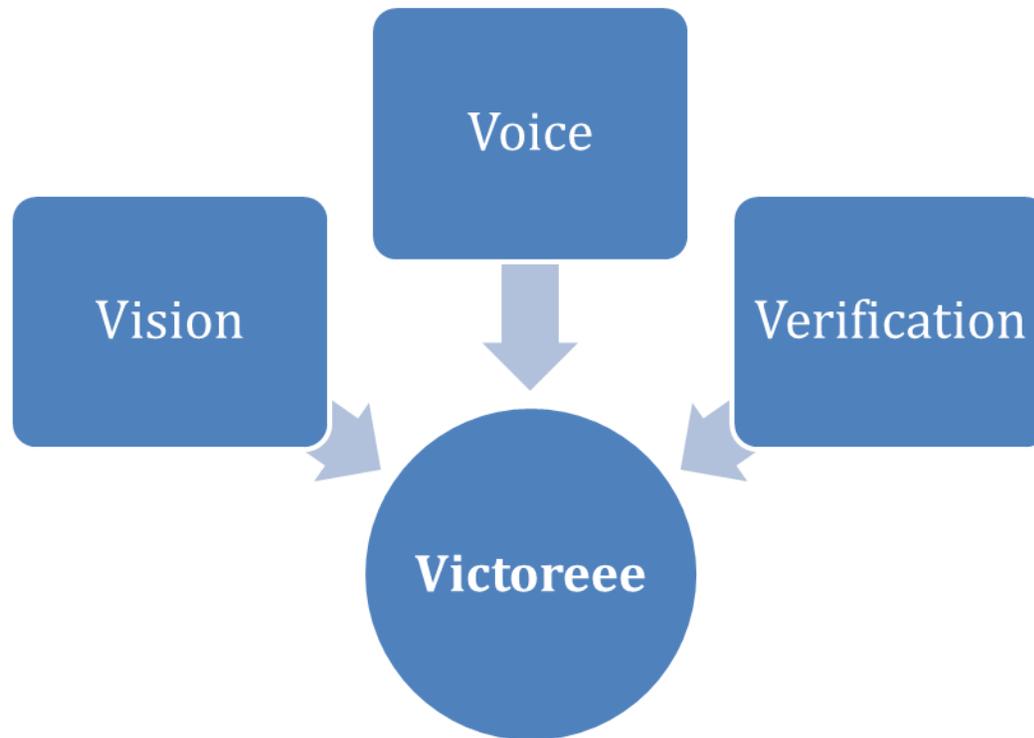
The Prince tried the slipper on all the women in the kingdom. When the Prince arrives at Cinderella's villa, the stepsisters tried in vain to win over the prince. Cinderella asked if she might try, while the stepsisters taunted her. Naturally, the slipper fitted perfectly, and Cinderella produced the other slipper for good measure. The stepsisters both pleaded for forgiveness, and Cinderella agreed to let bygones be bygones. Cinderella married the Prince, and the stepsisters also married two lords.



Cinderella: A story that achieves Victoreee in the true sense for the Story Artist.

The Magic Story Design 'Victoreee' incorporates the basic Principles of Writing a winning Story:

A story artist applies the principles of writing, masters the craft, and gives his imagination sufficient thought and deliberation. Likewise sticks his own creative stamp on it, and then invents a vision that swears of 'Victoreee'. Victoreee advocates the basic principles of writing a story and breaks it into simple steps. Don't just be a story writer; be a Story Artist... Write a Winning Story !!!



Vision



Every Story is a grand vision, an elaborate design.

Every Story begins with an idea...

Idea is powered by emotion.

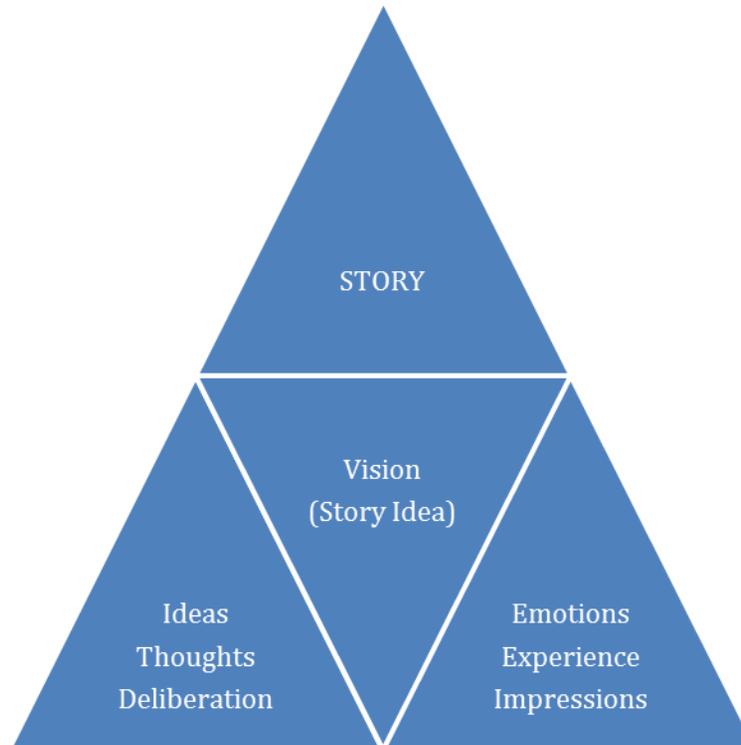
Emotions perpetuate thoughts. Thoughts stimulated by belief give birth to ideas. A structured chain of deliberate ideas sets the ball rolling for the Story. The story idea is central block of the story design that stems from inspired cloud of contagious ideas.

The story idea is the first spark that leads the whole story from start to finish. Like a blueprint to any invention it plants the seeds of a vibrant vision. The story idea like a magic lamp in the darkness of cluttered thoughts illuminates the right path to an enchanting tale.

This brightly lit runway where one idea lands after another in a organized way forms the vision of the story.

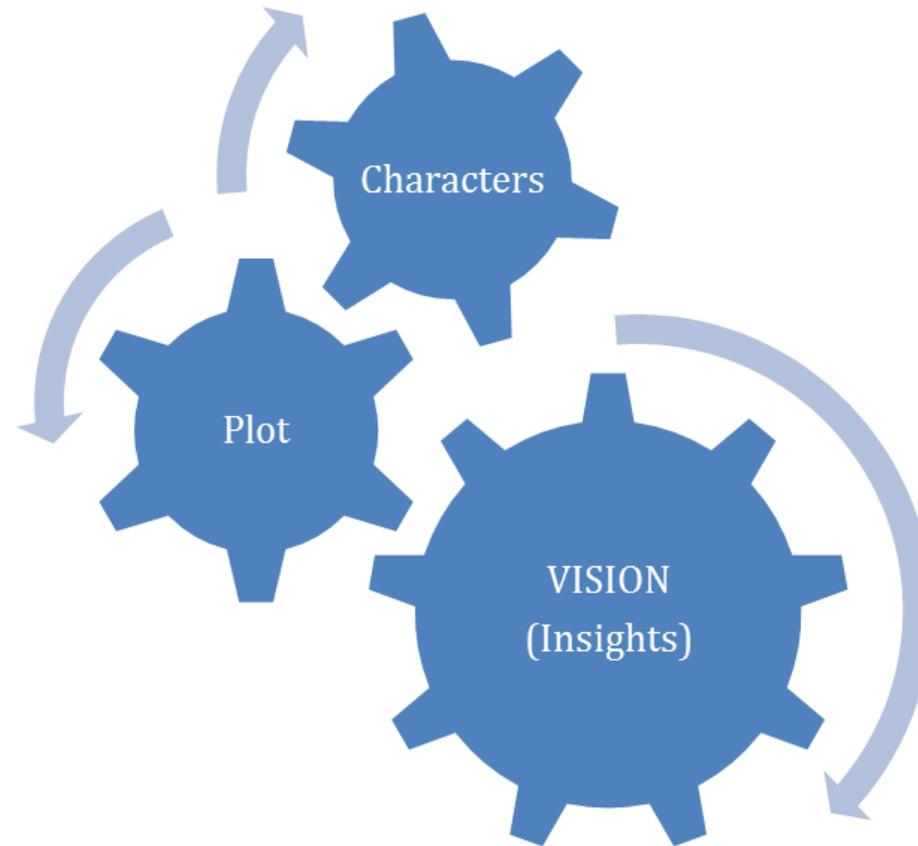
Like the fruit of mango, the story idea goes through a lot of heat, rain and sunshine read as time, effort and mind. This enables the writer to design a Vision.

Story idea is the foundation to the story hence it needs to be rock solid. The story idea, also the spine of the Story has to be well conceived, deliberated and fortified with conviction.



It's the story idea that primarily motivates the story artist to write a super story. The story idea has to first convince the story artist, which translates into his conviction. Only a commanding story idea will lead to a powerful story. The story idea is a bunch of seeds that needs to be nurtured fittingly.

One day it grows in into a huge tree and in return the story will shower flowers upon the audience and bear fruits for the writer and the producers and publishers. The story idea needs time, inclination and lots of patience to mature into a juicy script.



Vision is building an insight into the plot and the characters to take the story to its logical and magical conclusion.

Pay attention to the word magical. It's not a misprint. Magical means the story has to be fascinating irrespective of its genre or subject. Magical means that the story should be lifelike and not life actually. Life in actuality is daily news. Lifelike means the essence of life presented in a creative and enthusiastic fashion. Daily news may not excite you but a well-crafted story even if it's based on true incident can keep you glued. This is the absolute power of story. It takes you inside a world that is unreal yet feels real and captivating. The vehicle on which the audience rides inside the fictitious world is called vision. The audience through the vision of the Writer willingly enters the universe of his story and travels through its depth and dimensions. This puts great responsibility in the hands of the story artist. **Remember the lines from the films of Spiderman "with great power comes great responsibility".**

The story artist must create a realm in his story that is credible and enchanting. The story is a work of fiction, it is an artistic manipulation of words that are derived from just 26 letters from the English alphabets. It's a marvel indeed that all great works of story have come from 26 simple letters. This makes the Writer the Hero and not words.

The writer therefore needs to put in lot of Thought, Time and Testimony in his work.

Inspite of the fact that the story artist is crafting an illusion; he should be an illusionist par excellence. The story artist while crafting the vision of the story also needs to take into account the sense of brevity. Often writers get carried away with their so called imagination and writing skills that they forget to consider the importance of time and inclination. Abraham Lincoln when asked about how long the legs should be replied "that they should be as long as it can reach the ground".

Likewise the story artist should spin a yarn that should be as long as the plot retains the audience's interest.

The characters need to go through a journey of change that justifies the length of the story. Brevity therefore is of utmost importance when executing on a narrative vision called story. The sense of discretion of what to include and what to exclude is brevity. Brevity a virtue very useful that every story artist should acquire. Sans Brevity the Story will perpetuate cavity.

Vision is a prodigy of clarity. Vision is examining the story idea from all aspects and then finding a way forward. A story artist needs to have absolute clarity on the story right from the word go. Agreed that the art of story is a creative act and creativity flows as words start aligning themselves. However the thought process behind the narrative has to have lucidity. The lack of clarity can muddle the story beyond recognition. Creativity is what shapes a story but like a wild horse if creativity is not harnessed then it can run wild and destroy the rider, I mean the writer.

Vision without clarity is lack of vision. Therefore the story artist has to strike a perfect balance between processed thoughts and virgin ideas.

The story should be a right blend of selective judgments and a fluent stream of mint fresh creativity.

In real life, human beings are apparently the most evolved species, likewise the story artist plays god and invents the flawless blend of organized thought and innovative vision within the world of story.

Voice



Voice is choice. A story artist creates characters.

Characters are defined by the choices that they make.

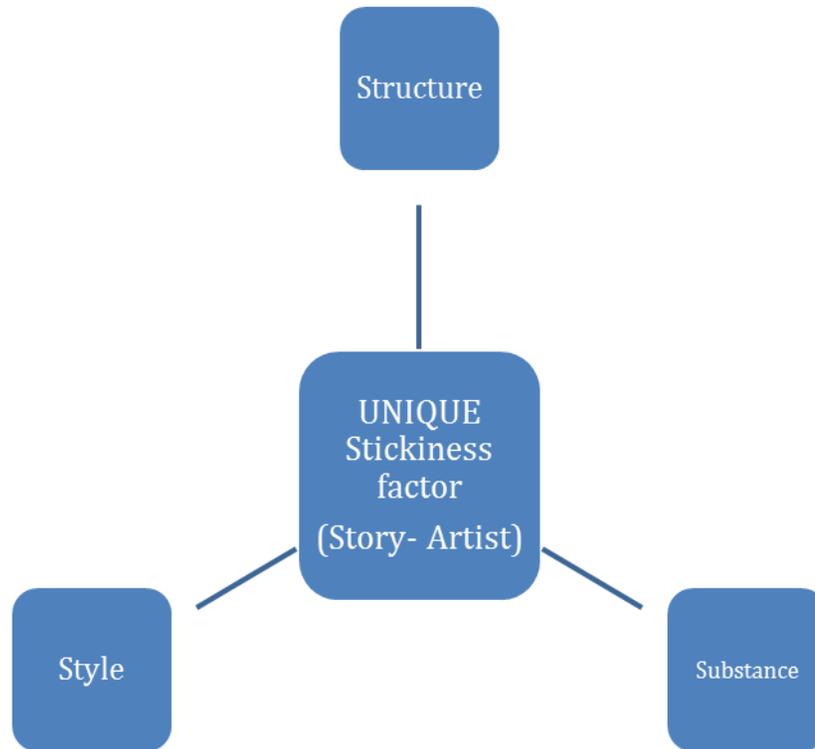
To be more specific when the Titanic is sinking the captain of the ship decides whether he wants to leave the cabin first, later, last or never. This is the variety of choices available to the character. Now the character picks on one of them and thus true character is revealed to the audience. This is how the audience not only recognizes the character but also likes or dislikes the character in focus. The audience has an affinity towards the character compared to plot. The simple reason being that Character is more relatable at the human level, hence spectators would invest their feelings in the character and not the plot.

The audience at a certain level of consciousness identifies with one of the lead characters of the story and begins to share the feelings of the fictional characters while surfing through the lengths and breadth of story.

A story artist applies his vision and deliberates through a million thoughts and tons of ideas. Now he has to choose between the assortments. The choice of the story artist becomes his voice. These choices act as stimuli for the audience's emotions.

The writer's voice through the dynamics of the story reflects the audience's sentiments.

The Story artist lends his voice to the story and adds confidence to the story. As a result the narrative is smack with a definite expression that assertively navigates the observers through the deep ocean of story.



The unique style, structure and substance the story artist gives his story becomes his voice.

The story stems from an idea. An idea can come to five different writers around the globe simultaneously but it's the individual voice that makes the idea a story to reckon with. Therefore a writer will always find another story somewhere on the globe which is similar to the one that he has written but it's the unique individual voice that makes it original as well as an unrivaled tale.

The biggest challenge for a writer is to put his own story, his own voice on paper... What other writers are writing, or what the publisher or producer would like to read or produce or what the current trend demands...all of this is trivial and of zilch consequence.

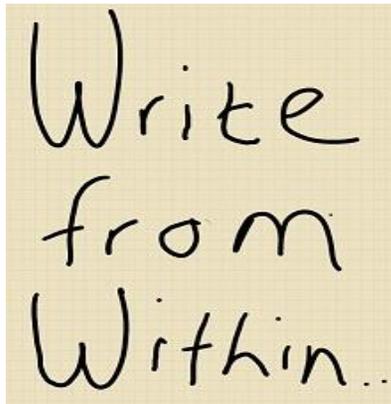
A story artist has to make some resolutions to achieve extraordinary success: Write your own voice. Write what you feel right about. Write what gives you a sense of gratification. Write something that turns you on, first. Write about a plot or character that has given you anxiety and sleeplessness. Write from an incident that has moved you the most. Write from your own attitude towards anything and everything. Write a story that pumps adrenaline in your guts like liquid nitrogen. Passion should ooze out of your words empowered by your robust thoughts. Only your own voice will usher in that enthusiasm. It's the writer's individual voice that will churn any ordinary plot into a story, a story extra ordinaree...

A fantastic story will always have a stickiness factor to it. The stickiness comes from the choices that the writer makes, choices that are inspired from within yet it resonates with a large part of the viewership/readership. The stickiness quotient is a thin common line of connect between the audience and the story and the story artist is the architect of that bridge. He builds it with his individual taste and testament. The bond that the writer creates with his audience through the travels of a good story will act like an adhesive that will leave a lingering impression.

The difference between mundane stories and the stories that stay with you is the stickiness factor that is prompted by the authors' expressive voice.

As an artist, if it touches you, tickles you, thrills you... Most probably, it will do the same to your audience. Like the individual DNA module, the story artist with his expertise creates a story that is matchless. The writer tries to make the story as original as possible from a touch of his personal experience.

A wise writer slides his own perspective of life and beliefs through the characters of his story. The more of the writer in the story the more of exclusive is the content. Great writers have attained super success because they have added their individual style and attitude to their stories. Thus the story becomes special and exceptional. This later on is recognized as the signature style of the Story artist.

A rectangular box with a light beige background containing the handwritten text "Write from Within..". The text is written in a cursive, black ink style.

Audience and the readers are hungry for the voice that is unique and that is you.

The prime flavor in the story that you dish out is You.

The most vibrant colour in the fabric design of your narrative is You.

The biggest diamond in the story necklace is You.

You are the Super element in your Super Story.

Write from within...Write a Super Storeee !!!

Verification



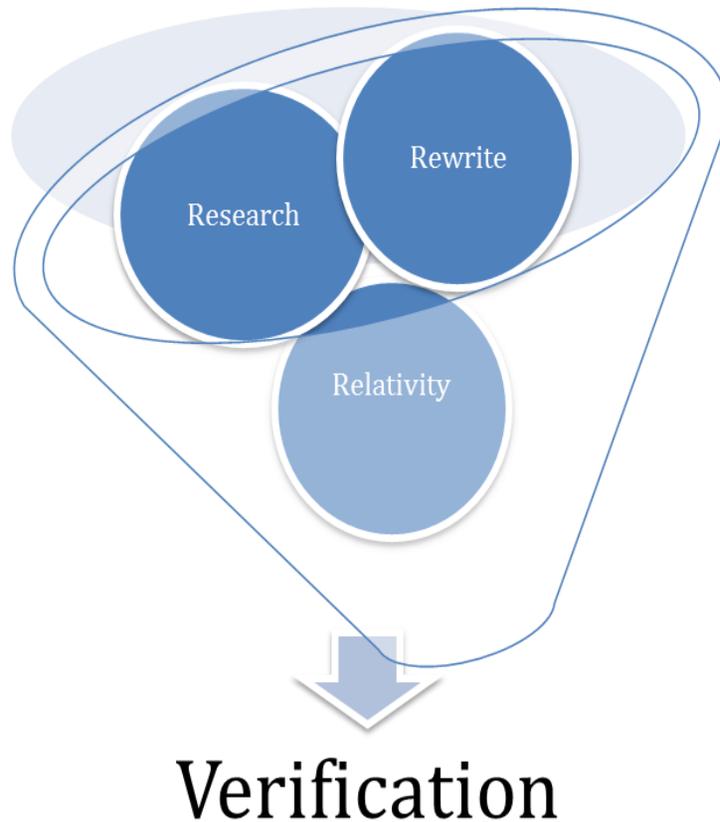
Dig the well before you are thirsty...
-Chinese proverb.

Recently I read a fairly decent story set in China. Unfortunately the writer was from India and had not done his research. The writer had taken an incident from a Chinese tabloid and elaborated on it with his own imagination. The story promised drama but was devoid of any credibility. The story sounded as plastic as a beauty parlor in Vegas. The writer could have spent some time and efforts on research to pen down a story that smells of freshness like the steaming blueberry muffin from a Victorian bakery.

A story artist who wants to play the game like a champion understands the principles like a champion.

Likewise a story artist needs to verify enough about the characters and the plot. The author needs to be authentic about the world that he creates. In spite of the fact that it's a story, a work of fiction, the information that governs the story has to sound genuine. A story is the thin line between reality and lifelike.

A story, a work of art is fictional yet it has to be an authentic imitation of life.



**Verification can be achieved with three specific R's...
Research, Rewrite, Relativity.**

Research:

Whenever I get an idea for a script, I hit the search engine and try and dig out every piece of Information available. More than just relevant insights into the subject I also get interesting ideas to incorporate in my story. This not only lends credibility to the story but also opens the Pandora's Box to a whole bunch of story beats that can be smartly weaved in the narrative. Research adds legitimacy to the story. The audience will lap up the story with no hesitations if it tastes of authenticity. A story artist is the author of the story. The author needs to have authority on the subject of the respective story. Authority primarily comes from gathering adequate information on

the subject. The story artist can enjoy his journey of writing a story if he has done enough research. Aided with the essential material on the subject the writer's thoughts flow seamlessly. Research thus helps align the creative thought process. Research is freely available on the internet, in public libraries, various books, films etc. Research is inquiry and thus it can also be

assimilated from interviews with professionals, experts, historians. If a story artist is attempting a story on a gold miner, then an interview with one of them would give the writer a plethora of insights. Similarly if a writer is writing a story about a rock band in Goa then the writer would have to go to Goa and spend time to understand the culture and lifestyle of the place and people.

Great stories of the past have been finely investigated and faceted. Before the advent of internet a story artist would spend hours with libraries and other archival resources. The writer would conference with relevant people and study the society by and large. Even the Greek philosopher Socrates had this fascination of asking questions randomly to his students. The concentrated nectar of their individual answers would influence his philosophy. The penchant to interrogate for information created a wealth of knowledge for Socrates. Great writers indulge in great amount of investigation and verification.

Research also assists in clearing a writer's block. Experienced story artists will swear by the fact that there is no such thing as writer's block. There is only lack of knowledge on the subject that gets the writer to a standstill. Thus the story artist needs to stay educated on the subject of the story to avoid a writer's block. A writer's block is nothing but a statement of accepting the fact that the writer is too lazy to accumulate knowledge on the world of his or her story. Exploration liberates the story artist from all blocks and keeps the creative thought process flowing like a freshwater river. Research is an unlimited source from which the story artist can create innumerable characters, concoct several plots and churn out believable yet engaging stories one after the other. Research is development and development is the infrastructure to the Story.

Rewrite:

Rewrite is as important as writing. A story artist must review his own story from various facets. Only a complete story or in the writers lingo, a first draft, will give the story artist a correct perspective on the plot and the characters. Until and unless the story is not complete, it's all about trial and error. A story artist needs to spend a lot of quality time on reviewing the story draft. When a story artist reviews the first draft he or she becomes the audience.

The perfectionist evaluates his own story and studies it from various vantage points.

The story artist runs through his checklist on the essence of story that he believes in. The story artists then makes the necessary changes and alters the story towards precision. It's the rewrite of a story that directs it to excellence. The story artists adds or subtracts scenes, further manipulates the plotting of the story, improvises on the character sketches, creates newer dimensions, builds additional layers of meaning, gives further emotional depth, etc to the existing story. Rewrite makes a story rock solid.

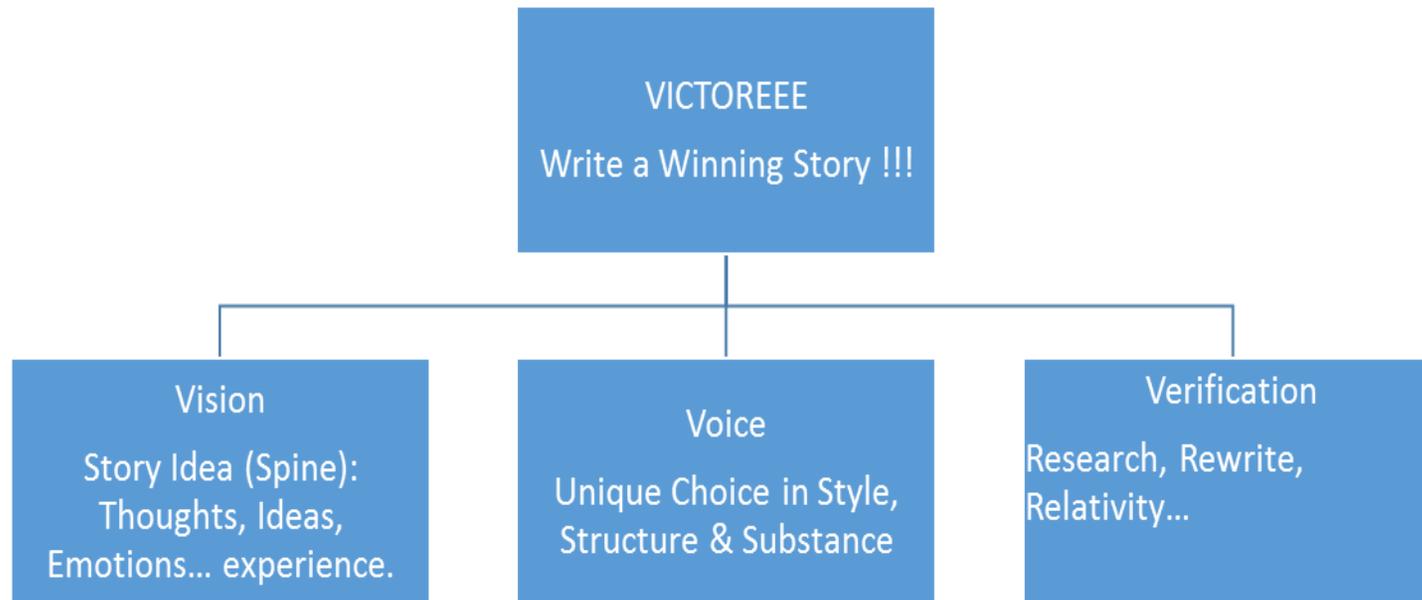
A rock solid story like a diamond radiates in the minds of the audience.

Relativity:

Once the script has been rewritten with newer changes test your script with the right kind of audience. Present it to friends who are film buffs or avid readers. Share your written draft with likeminded collogues or Industry professionals like fellow writers, script doctors, agent friends, actors, director and associates etc. Apply the principle of relativity. Be cautious about what is relatively important and what is not. It simply means 'To Entertain their reactions but to be discreet about putting them into application'. Be extremely judicious about what suggestions to accept and what to discard. Remember that the script is already in the final stages so only consider those recommendations that can be suitably accommodated.

However the exception to that would be a viewpoint that can completely take your script to another level. Having said that do take thorough note of all the reactions coming from friends and importantly industry professionals. A set of positive reactions can boost the writers' confidence and a few apt tips can add finesse to a concrete script.

Inference: Vision + Voice + Verification = Victoreee



Signoff:

Thus after incorporating the constructive feedback the story artist takes in few breaths of fresh air and puts a full stop to his script. The story artist has not only developed the story from an idea to the final draft but also nurtured it with enough of thought, imagination, research and response. Thus after raising the bar the story artist needs to put his feet up and relax. The story artist can toast to his successful attempt of creating a worthy story which will now go and find its own fortune like a newlywed bride.

The artist must accept the fact that any work of art can never be finished, it can only be abandoned.

The story artist needs to believe in the power of his own story which will eventually see the light of the day. A story artist needs to have self-belief and have faith in Fate... Destiny has been now lured by the Story Artist's labor of love. Give it time to respond. It will !!!

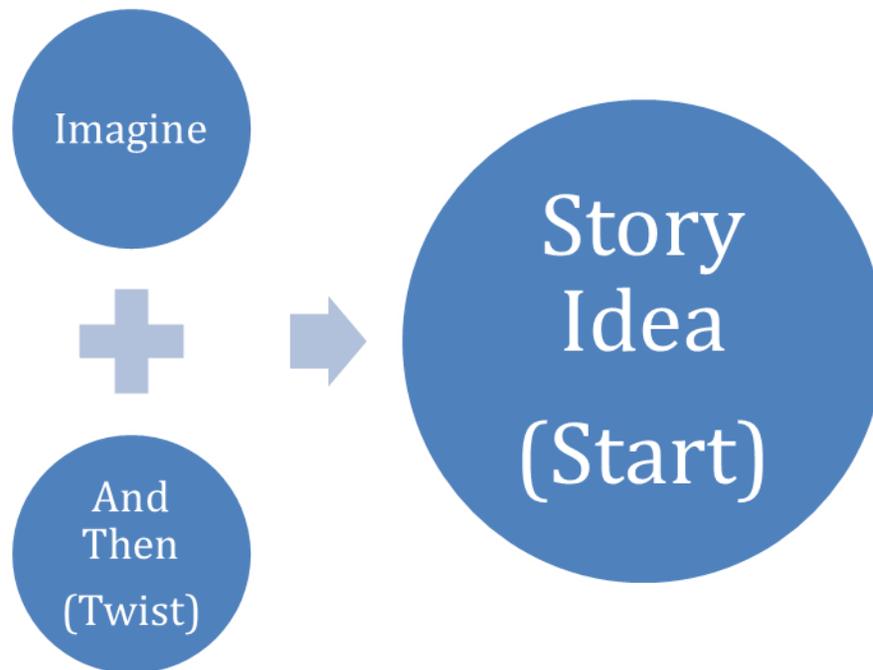


Writing is an Act of Courage...
The weak can give it a Pass...
Write about your impossible Dream...
Write about a farfetched Reality...

Write a fantastic Story that scares you the most !!!!!

A Bonus Feature: 'The Magic Funda' to start writing A Super Storeee

A story idea starts with 'Imagine' plus the 'And then' funda.



'Imagine' is the birth of an idea. 'And then' is the twist to the idea...

Imagine a new student enrolls in an autocratic professor ruled college, changes the entire system of education **and then** vanishes!!!

Likewise **imagine** an Indian cancer surgeon who falls in love with an Italian nurse, divorces his

American wife for the nurse **and then** the nurse is detected with incurable cancer... new idea

Imagine an alien lands in a village **and then** the whole village gets hi-tech till they reach a point of disaster and malfunction.... new idea

Imagine a pretty 18 year old college student who loses her Memory in an bungee jumping accident **and then** she starts getting visions about a murder committed 20 years ago... new idea.

Taking a cue, a Story artist needs to think of multiple ideas. Narrow down a few. Give it some wings of imagination. Subsequently give the idea an interesting Spin. Now the story idea is brewing with enthusiasm like a new born goose who wants to take the flight of fancy.

Don't disappoint the story idea.



Believe in its purpose and make it your destiny.

“Imagine...Once upon a time a regular writer decided to attempt a winning story. He gave his best, believed in self, and upgraded his knowledge, the force joined in... a creative journey was embarked upon... the wings of creativity scaled new heights, soon a super story was born. The story artist achieved Victoreee”



Written by Amrish Shah ©2013 For ‘Super Storee’ the online Story foundation.

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A big word of Thanks to my Mentor: ‘Robert Mckee’

Author's Profile



Amrish Shah has 18 years of experience in the field of Films & Entertainment. He has worked in the capacity of Screenwriter, Executive Producer, Studio Creative Head, and Script Consultant etc. with Storytelling being the epicenter of all his cumulative expertise. Amrish has been a creative consultant with Star TV, Sony Entertainment Television, Reliance Entertainment, PVR Pictures.



Amrish Shah is the screenwriter of DON 2... A Sharukh Khan film directed by Farhan Akhtar, which released in December 2011 and grossed more than 50 million Dollars worldwide. Amrish has written more than 10 original screenplays & created India's solo script bank on the web: www.amrishshah.com.

Likewise He has written and co-produced a Docu-Drama on Mother Teresa also featuring Penelope Cruz. Amrish was also the Creative Producer on this International Film also showcased in Cannes.



Amrish humbly believes that "Talent is a hidden gift from God and what you do with your talent is your gift back to divinity..."