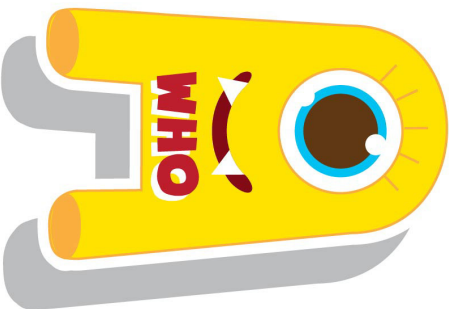
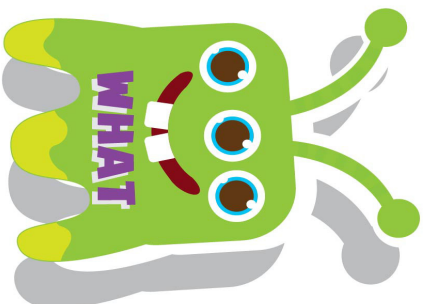


# STORY FORMULA



WANTS

**WHO** should  
the  
story be  
about



BUT

**WHAT** does  
the  
character  
want



**WHY NOT** - why  
can't the  
character  
get what it  
wants