

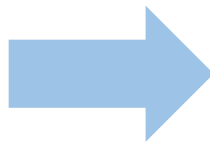
Storytelling for Grants - Story Spine aka Pixar Pitch

“Pixar Pitch” This is called the Pixar pitch because that is what Daniel Pink called it in his book, To Sell is Human: The Surprising Truth About Moving Others. This “pitch” is an improve piece called the story spine created by Ken Adams. The Pixar folks use a concept called story beats or story spine.



THE STORY SPINE

THE STORY SPINE	STRUCTURE	FUNCTION
Once upon a time...	Beginning	The world of the story is introduced and the main character's routine is established.
Every day...		
But, one day...	The Event	The main character breaks the routine .
Because of that...	Middle	There are dire consequences for having broken the routine. It is unclear if the main character will come out alright in the end.
Because of that...		
Because of that...		
Until finally...	The Climax	The main character embarks upon success or failure
And, ever since then...	End	The main character succeeds or fails, and a new routine is established.



THE WIZARD OF OZ

Once upon a time there was a little girl named Dorothy who was carried by tornado to the magical land of Oz.

Every day, she journeyed toward the Emerald City to ask the Great and Powerful Wizard of Oz to help her get home.

But one day, she got to Oz and she met the Wizard.

Because of that, the Wizard told Dorothy that he would only help her get home if she killed the Wicked Witch of the West.

Because of that, Dorothy encountered many dangers and was finally successful in destroying the witch.

Because of that, the Wizard agreed to take Dorothy home in his hot-air balloon.

Until finally, on the day of their departure, Dorothy ran after her dog, Toto, and missed the balloon.

And ever since then, Dorothy learned that she always had the power to get home on her own, which she did.

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A community example to dramatically improve early childhood reading outcomes.

- 1. Once upon a time there was** ... an education crisis haunting our schools and communities across North America.
- 2. Every day** ... large percentages of our children were not achieving proficiency in vital literacy skills to the point that some in our community even doubted whether they ever could.
- 3. One day** ... we developed a simple and shared definition of what children had to know to be ready for school.
- 4. Because of that** ... our early childhood centers and parents became better at helping all children enter kindergarten ready to learn
- 5. Because of that** ... teachers were free to work more on skill development for each individual child.
- 6. Until finally** ... every child, irrespective of ethnic or economic circumstance, became a proficient reader by the end of third grade.

It is your turn!

- 1. Once upon a time there was**
- 2. Every day**
- 3. One day**
- 4. Because of that**
- 5. Because of that**
- 6. Until finally**

Add details to the spine, develop your story!

Polish, add mission or ask.

Reword the fairy tale language and create a 1000-word version AND a 500-word version.

READY TO SHARE!

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