A story that hits people in the gut and makes them laugh is a great story.”
- Judd Apatow

FRAMING EMPATHY BEFORE YOU START:

What’s the big human truth?
Mine your relationships for ideas
The end: how do I want people to feel?

DETAILS BRING EMPATHY TO LIFE (3CS):

Character (their want)
Conflict (heighten)
Change (the new normal)