

# Pixar's 22 Rules of Storytelling

- #1: You admire a character for trying more than for their successes.
- #2: You gotta keep in mind what's interesting to you as an audience, not what's fun to do as a writer. They can be very different.
- #3: Trying for theme is important, but you won't see what the story is actually about til you're at the end of it. Now rewrite.
- #4: Once upon a time there was \_\_\_\_. Every day, \_\_\_\_. One day \_\_\_\_. Because of that, \_\_\_\_. Because of that, \_\_\_\_. Until finally \_\_\_\_.
- #5: Simplify. Focus. Combine characters. Hop over detours. You'll feel like you're losing valuable stuff but it sets you free.
- #6: What is your character good at, comfortable with? Throw the polar opposite at them. Challenge them. How do they deal?
- #7: Come up with your ending before you figure out your middle. Seriously. Endings are hard, get yours working up front.
- #8: Finish your story, let go even if it's not perfect. In an ideal world you have both, but move on. Do better next time.
- #9: When you're stuck, make a list of what WOULDN'T happen next. Lots of times the material to get you unstuck will show up.
- #10: Pull apart the stories you like. What you like in them is a part of you; you've got to recognize it before you can use it.
- #11: Putting it on paper lets you start fixing it. If it stays in your head, a perfect idea, you'll never share it with anyone.
- #12: Discount the 1st thing that comes to mind. And the 2nd, 3rd, 4th, 5th – get the obvious out of the way. Surprise yourself.
- #13: Give your characters opinions. Passive/malleable might seem likable to you as you write, but it's poison to the audience.
- #14: Why must you tell THIS story? What's the belief burning within you that your story feeds off of? That's the heart of it.
- #15: If you were your character, in this situation, how would you feel? Honesty lends credibility to unbelievable situations.

- #16: What are the stakes? Give us reason to root for the character. What happens if they don't succeed? Stack the odds against them.
- #17: No work is ever wasted. If it's not working, let go and move on - it'll come back around to be useful later.
- #18: You have to know yourself: the difference between doing your best & fussing. Story is testing, not refining.
- #19: Coincidences to get characters into trouble are great; coincidences to get them out of it are cheating.
- #20: Exercise: take the building blocks of a movie you dislike. How do you rearrange them into what you DO like?
- #21: You gotta identify with your situation/characters, can't just write 'cool'. What would make YOU act that way?
- #22: What's the essence of your story? Most economical telling of it? If you know that, you can build out from there.

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This list was compiled from a link on imgur.com posted by Dinolgnacio: <http://imgur.com/a/fPLnM#p3QY4RF>. They used lots of good shots from Pixar films, so share their link. The original list was tweeted by former Pixar story artist Emma Coats ([twitter.com/lawnrocket](https://twitter.com/lawnrocket)).