

THE MORAL PREMISE HARNESSING VIRTUE%0A

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The Moral Premise: Harnessing Virtue and Vice for Box Office Success reveals the foundational concept at the heart of all successful box office movies and other stories. It is a principle that has been passed down from ancient times. It is a principle that modern research has shown is in all great stories that connect with audiences. If you ignore this principle, your story is doomed. But if

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The Moral Premise reveals the foundational concept at the heart of all storytelling and successful box office movies. In concrete terms it explains how you can create your own success and, in the process, entertain, delight, challenge, and uplift this generation and the ones to come.

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The Moral Premise takes your basic story premise and expands it to every thread and character within your story. This book was an eye-opening to me as Plot & Structure. A must read for any writer, though it is depth, so a newbie should take it in small doses. It's on my Top 10 list of must have writing books.

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In The Moral Premise I not only concentrate on motion pictures that dominate the American box office, but I provide a practical step-by-step approach to incorporating the moral premise and setting up a screenplays' structure for success.

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for Box Office Success The Moral Premise: Harnessing
Virtue & Vice for Box Office Success by Stanley D.
Williams

[The Moral Premise | Story Planner](#)

The Moral Premise is what your story is really about. Stan
Williams developed this theory and claims that successful
motion pictures and stories are always structured around a
psychological (or spiritual) premise based on true moral
values.

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The Moral Premise gets your story (and all your
characters) working for you, instead of the other way
around." Michael Jann, Sr. Writer, Tonight Show with Jay
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The moral premise : harnessing virtue & vice for box
office success. [Stanley D Williams] -- "This book
explains how the Moral Premise - a statement of truth
about the protagonist's physical and psychological
predicament - is a fundamental part of every successful
movie's structure. It is

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Office Success' reveals the foundational concept at the
heart of all successful box office movies and other stories.
It is a principle that has been passed down from ancient
times. It is a principle that modern research has shown is in
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fundamental part of every successful movies structure.

[The Moral Premise Blog: Story Structure Craft](#)

The Moral Premise Blog: Story Structure Craft Discussion
and analysis of screenplays, scripts, and story structure for
filmmakers and novelists, based on the blogger's book:

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