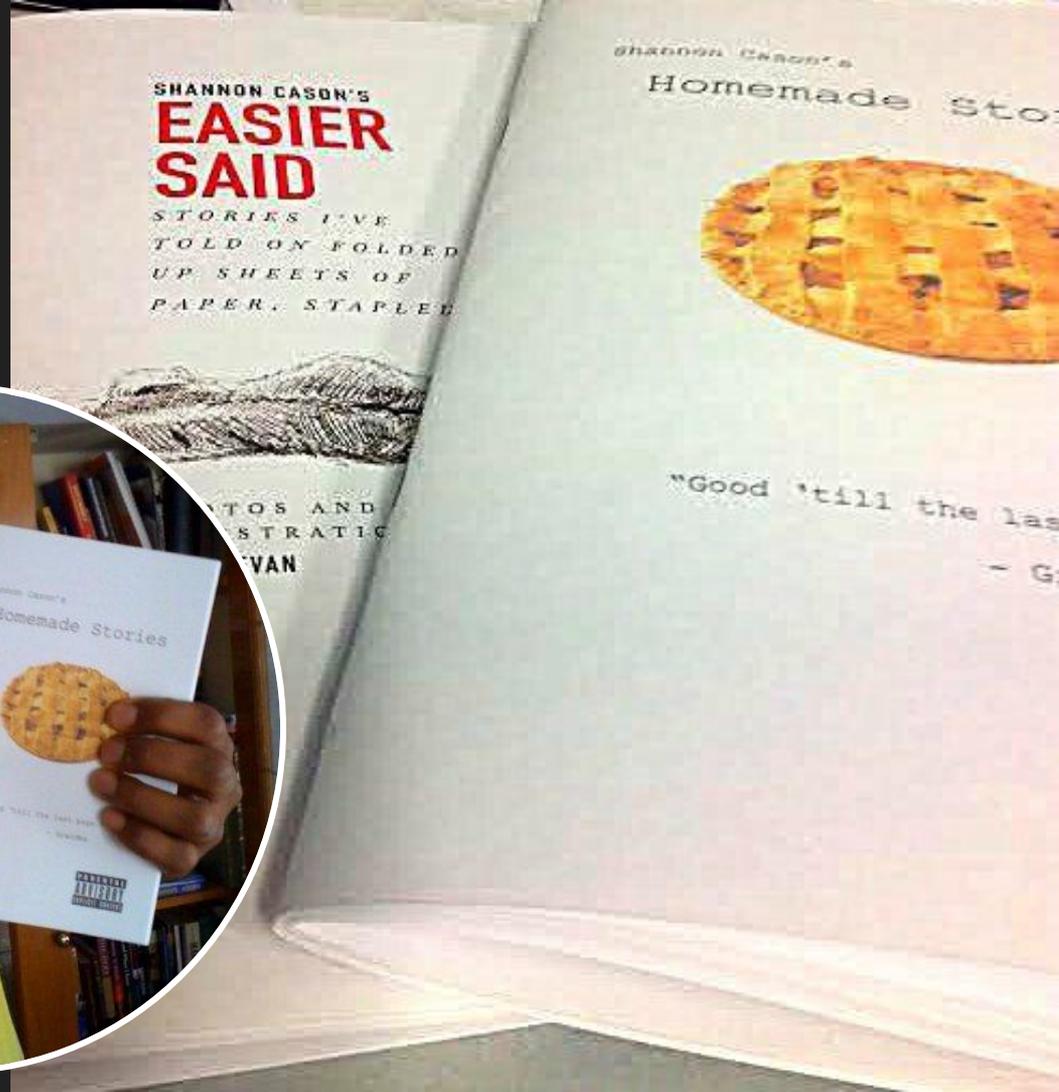
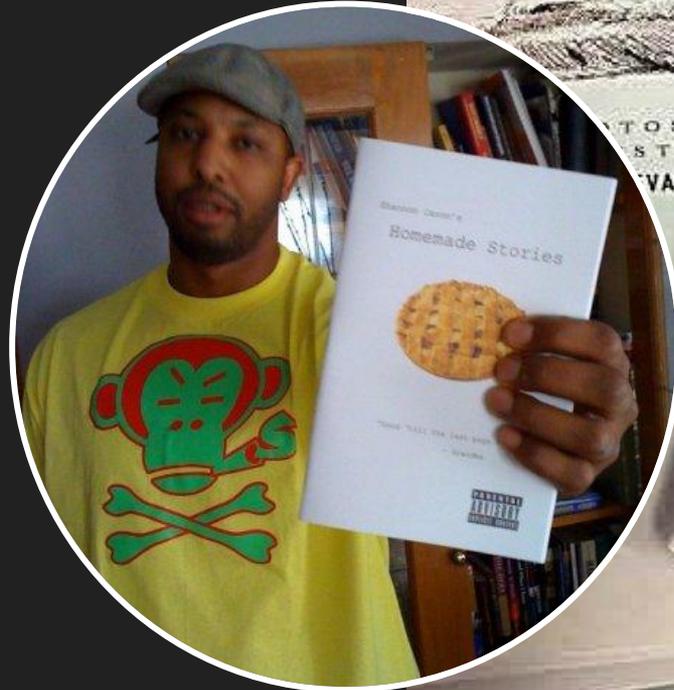


**BRUTALLY
HONEST**
STORYTELLING

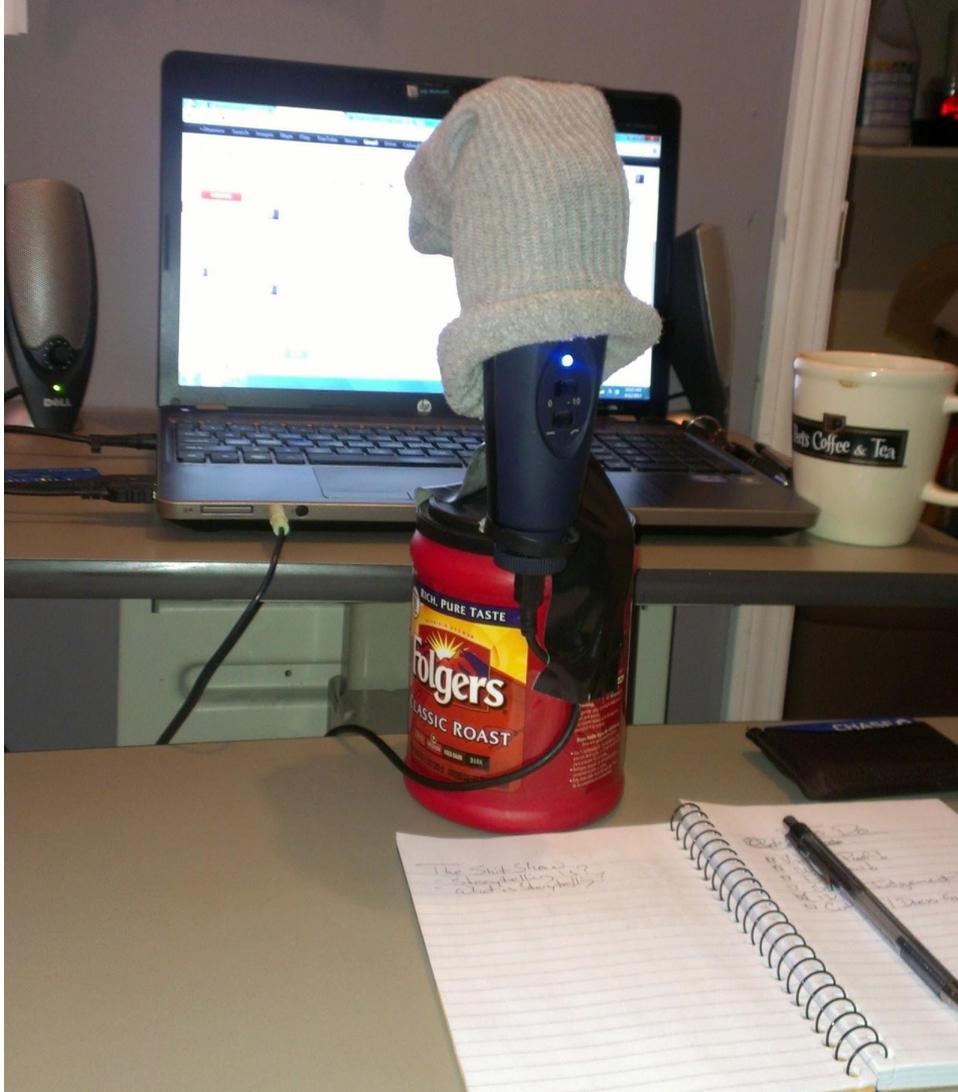
Zine - Folded up sheets of printer paper with thoughts, ideas, rants, and pictures...stapled.





Shannon Cason's Homemade Stories Podcast

**PARENTAL
ADVISORY
EXPLICIT CONTENT**



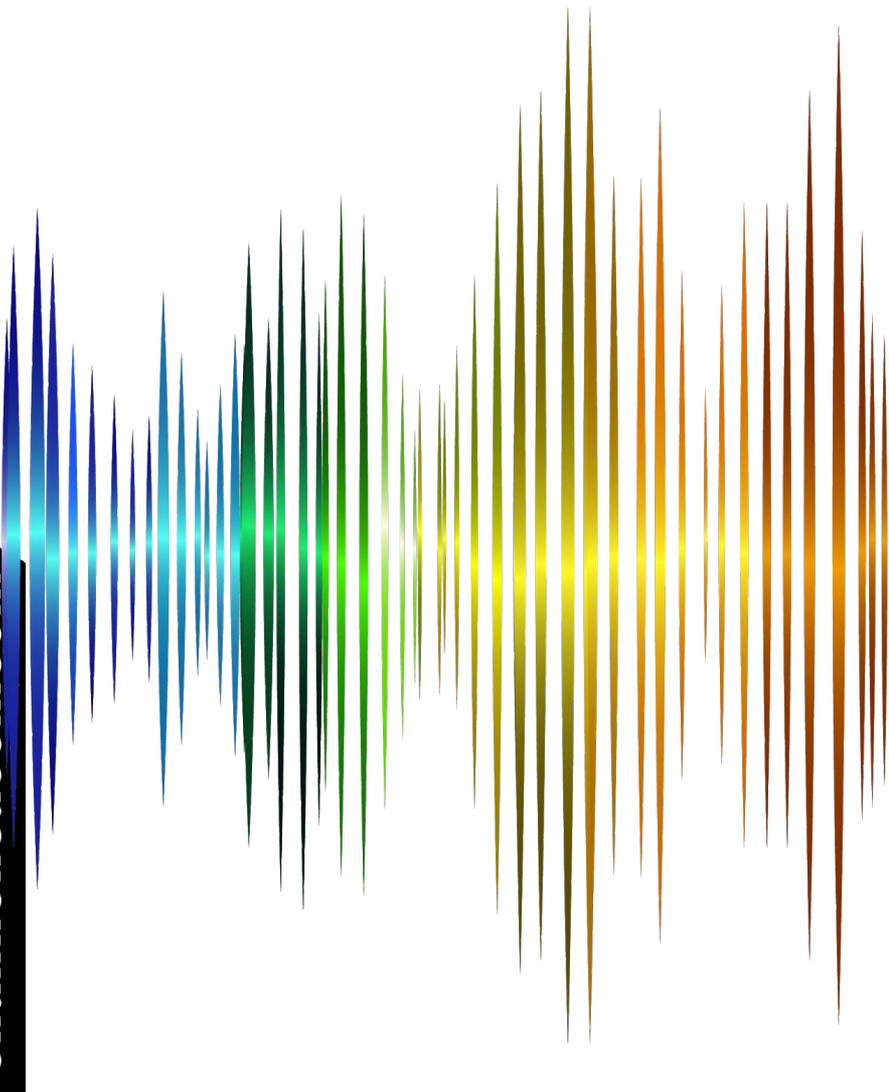


Start Where You Are?

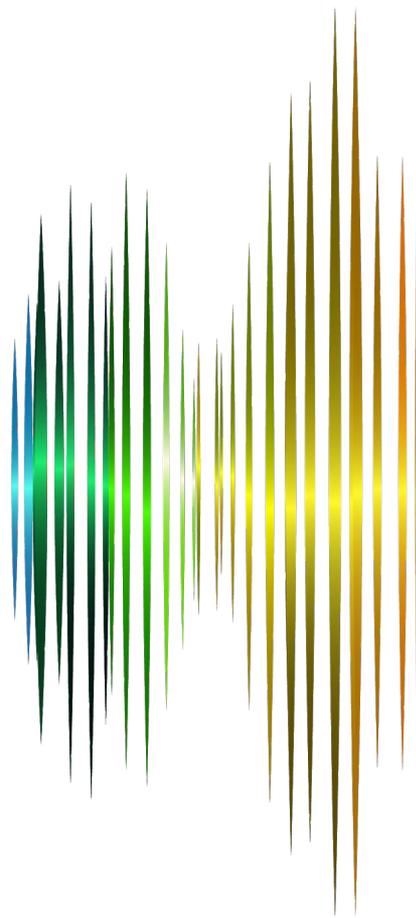
SHANNON CASON'S
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STORIES**

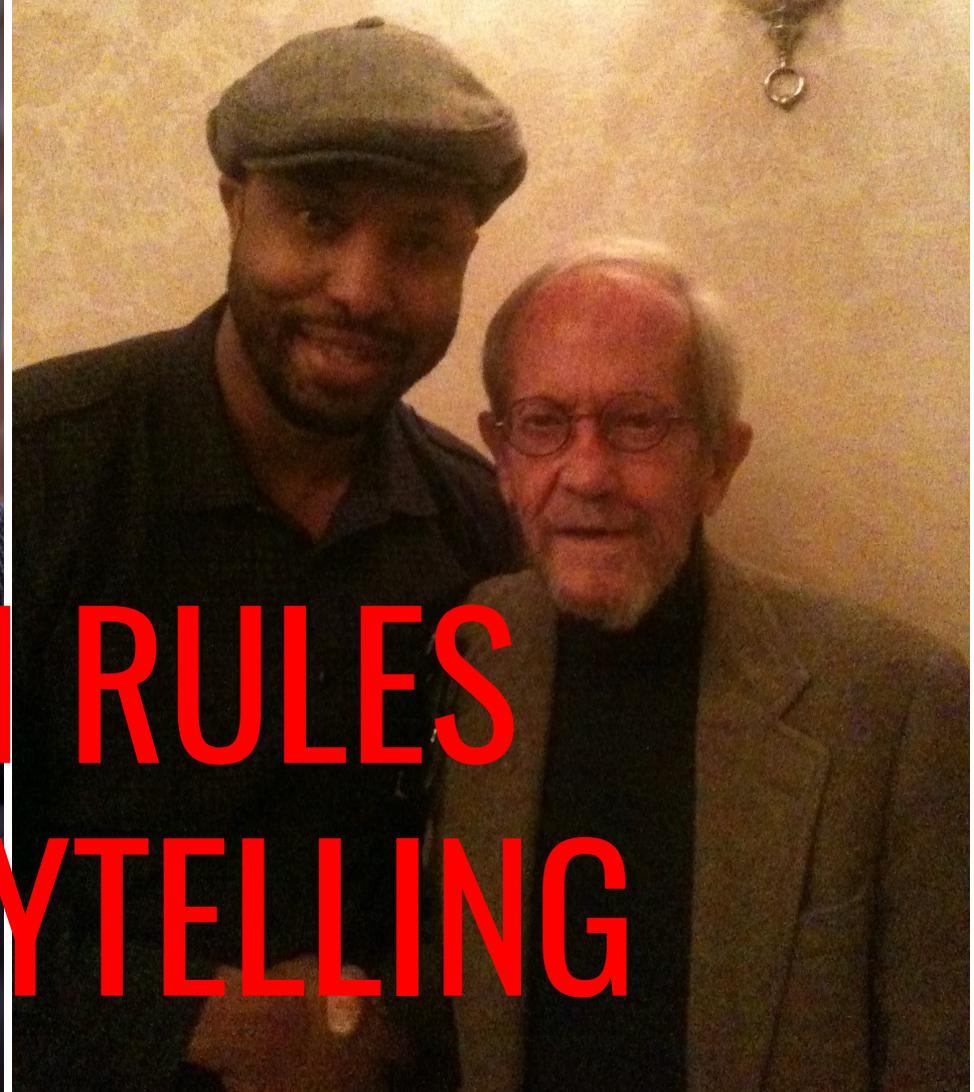
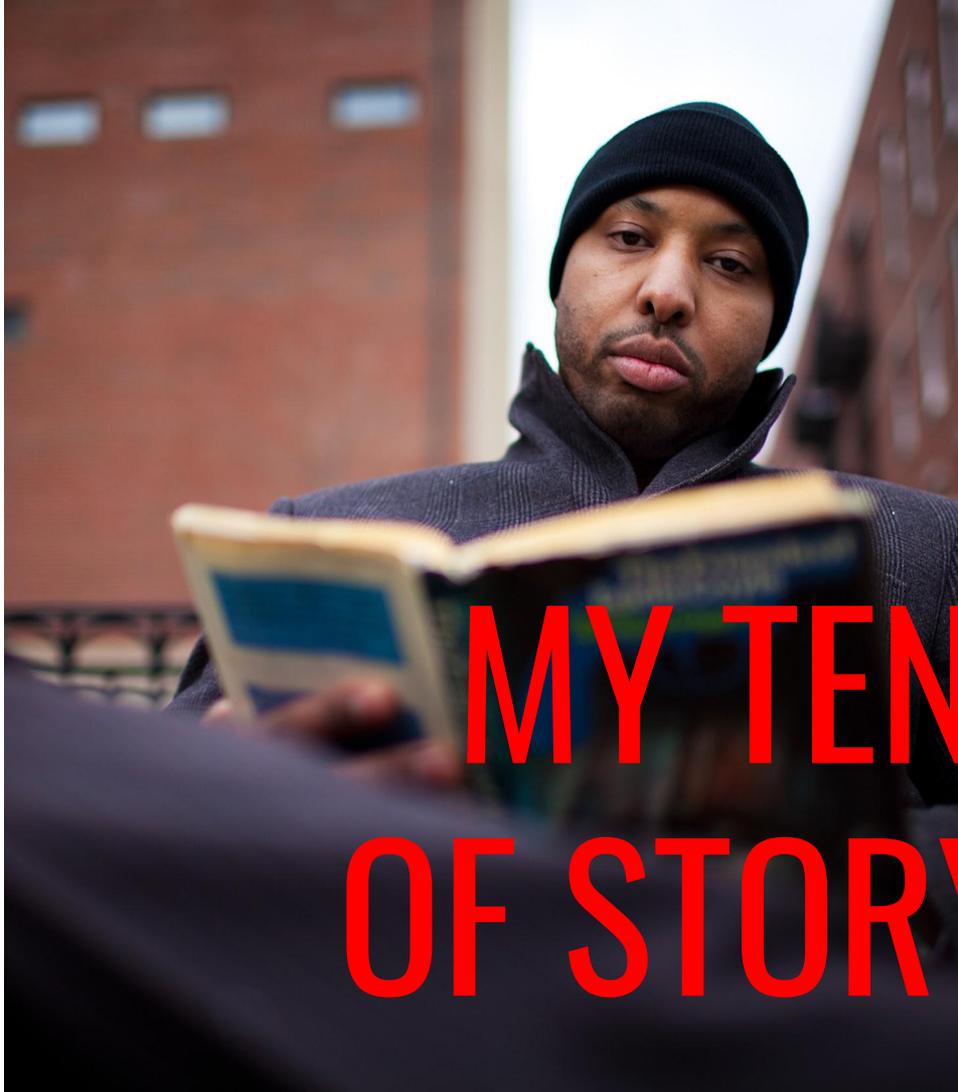


shannoncason.com



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**HOMEMADE
STORIES**





**MY TEN RULES
OF STORYTELLING**

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STORIES

STORYTELLING ADVICE

"Avoid premises, introductions, and explanations at the beginning"

If you feel the urge to give a preview of the story before you actually tell it to prepare the listeners, DON'T DO IT.

Just start the damn story!

-SHANNON CASON



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STORYTELLING ADVICE

"Slow Down."

Tell it like you talk. You don't talk to your friends a thousand-words-a-minute, and if you do, that's why you have so few friends. Breathe.

-SHANNON CASON



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STORIES

STORYTELLING ADVICE

"Keep it interesting."

Conflict. Real characters. Dialogue.
Consistent theme. A hook. A mood.
Rhythm. Inflection. No one wants to hear
your internal deep ramblings for 10
minutes in a monotonous voice.

It's torture!

-SHANNON CASON



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STORIES

STORYTELLING ADVICE

"Keep it simple."

If you don't naturally use BIG, sesquipedalian, pretentious words, don't start now. Make the story shorter than expected. Remember: A story has a beginning, a middle, and an end.

Try to punch the end.

-SHANNON CASON



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STORYTELLING ADVICE

"Be Vulnerable."

You're not always the hero in your
everyday life.

Don't feel you have to be the hero in
every story.

-SHANNON CASON



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STORYTELLING ADVICE

"Avoid Cliched Subjects."

Masturbation. Mom's fight with cancer.
Your genitalia. We hated each other, now
we're married. Weed. Masturbation.
But all these can work with confidence
and creative execution.

-SHANNON CASON

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A black silhouette of a city skyline with various skyscrapers of different heights and shapes, positioned at the bottom of the page.

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STORIES

STORYTELLING ADVICE

"Listen to yourself."

If you have a cellphone, you have a voice recorder. Listen to your own story.

If you bore yourself, chances are you're inflicting severe punishment on others.

-SHANNON CASON



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STORYTELLING ADVICE

"Consider the audience."

Storytelling audiences are smart. They want to be entertained. They want you to do a good job. Respect them for their intelligence and support. Give them a good, entertaining, audience-appropriate story.

-SHANNON CASON



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STORYTELLING ADVICE

"Keep it real"

Be authentic. You can't play an act forever. Unless you're doing an act. Well, do a great act then. But be authentic whether it's an act or not...does that make sense?

-SHANNON CASON



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HOMEMADE
STORIES

STORYTELLING ADVICE

"Don't Fret."

You win some, you lose some. Sometimes a story doesn't go over well. There are a lot of factors involved. You won't be Richard Pryor every time... matter of fact, you'll never be Richard Pryor. Be yourself. And keep telling stories.

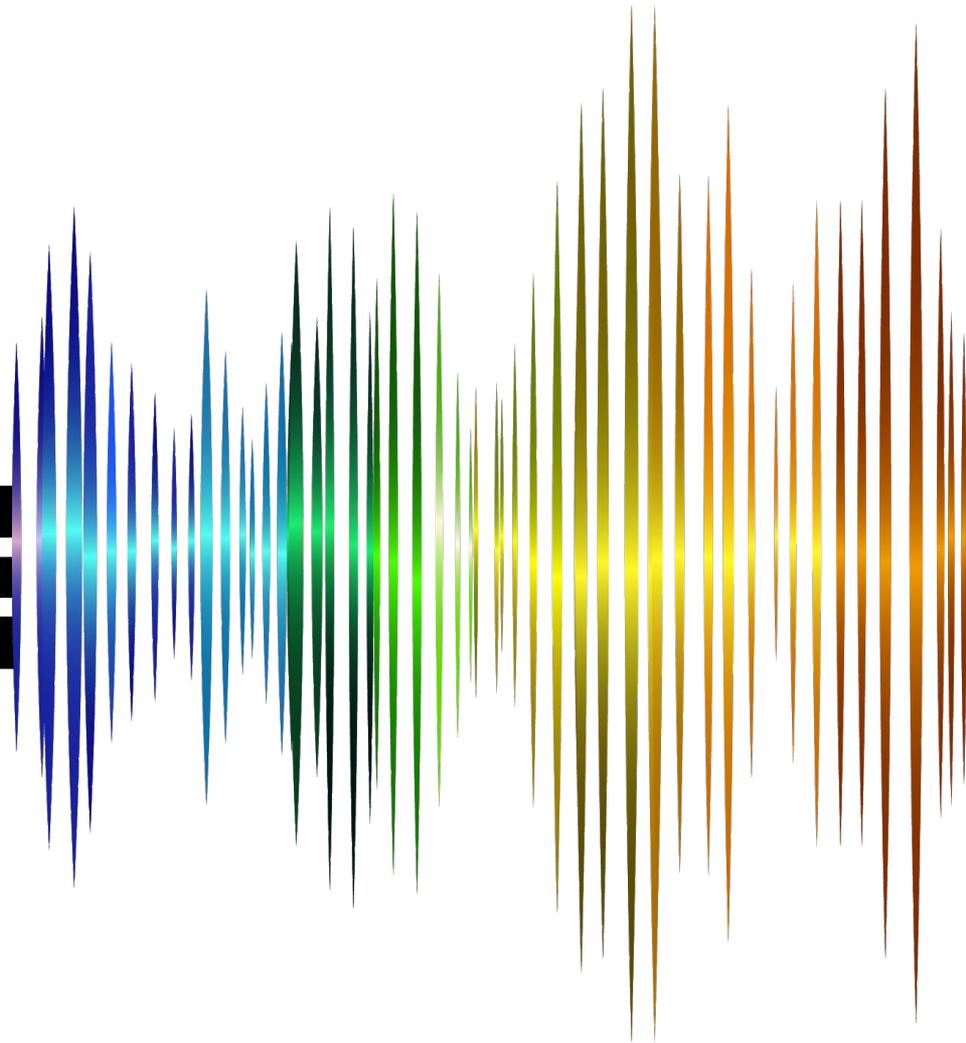
-SHANNON CASON



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THE TROUBLE

with Shannon Cason



WBEZCHICAGO



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STORIES**

PODCASTING TIPS

How do I choose what to do my podcast about?

Pick something you can consistently create. Choose something you would enjoy doing, talking about, writing about, interviewing people about, consistently.

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STORIES

PODCASTING TIPS

How can I make my podcast unique and original?

Be You. Talk like you're talking to a friend. You may want to spice it up sometimes if you have something long to read or say, but just be normal. Whatever you do, add some of your own unique quality. Don't TRY, just BE.

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PODCASTING TIPS

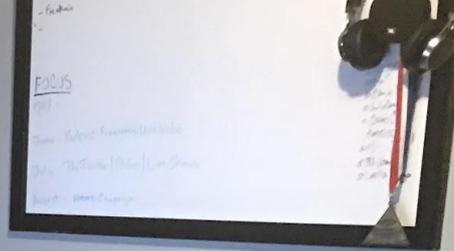
**Can I make a lot of money and get famous
doing podcasts?**

You are not going to make huge amounts of money from sponsors or get multiples of fans right out the gate. You are not the next Marc Maron or This American Life. You just aren't...Me either. So now that there's no pressure, let's just have fun!
Maybe you'll be the next YOU!

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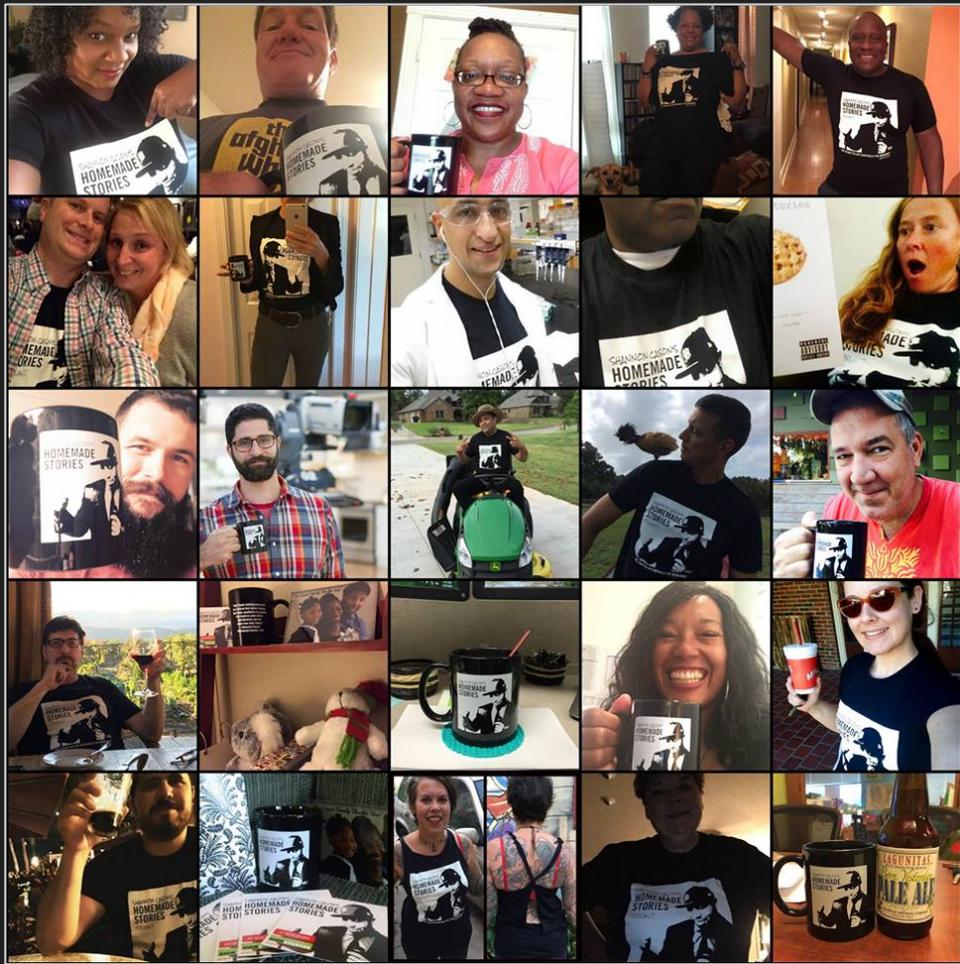
WHY?



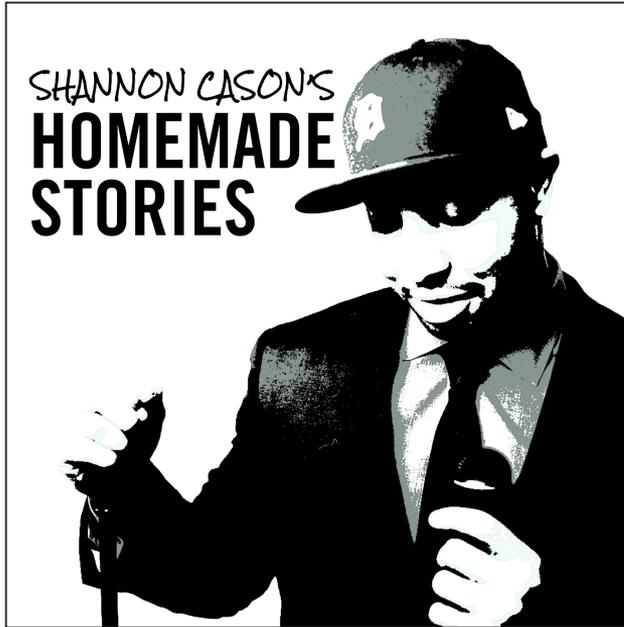






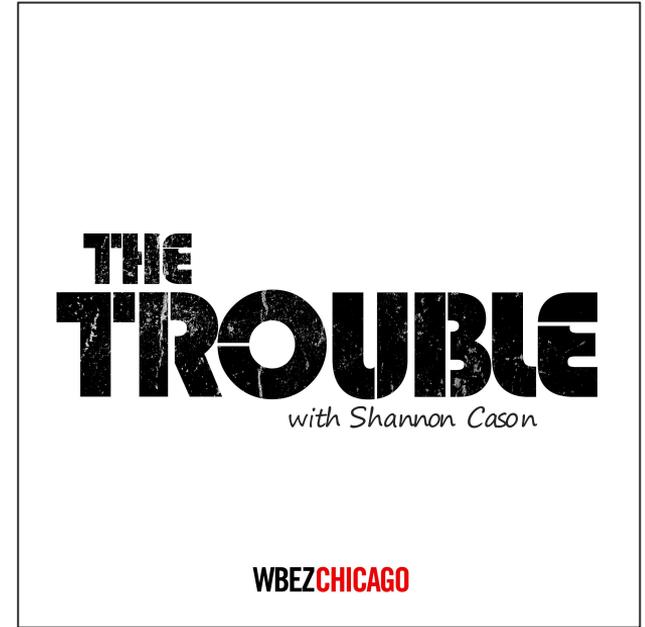


Your honest story is important.



**THE
STORYTELLER
CONTROLS
THE
MEMORIES.**

Shannon Cason



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- Visit - shannoncason.com
- Tell the truth.