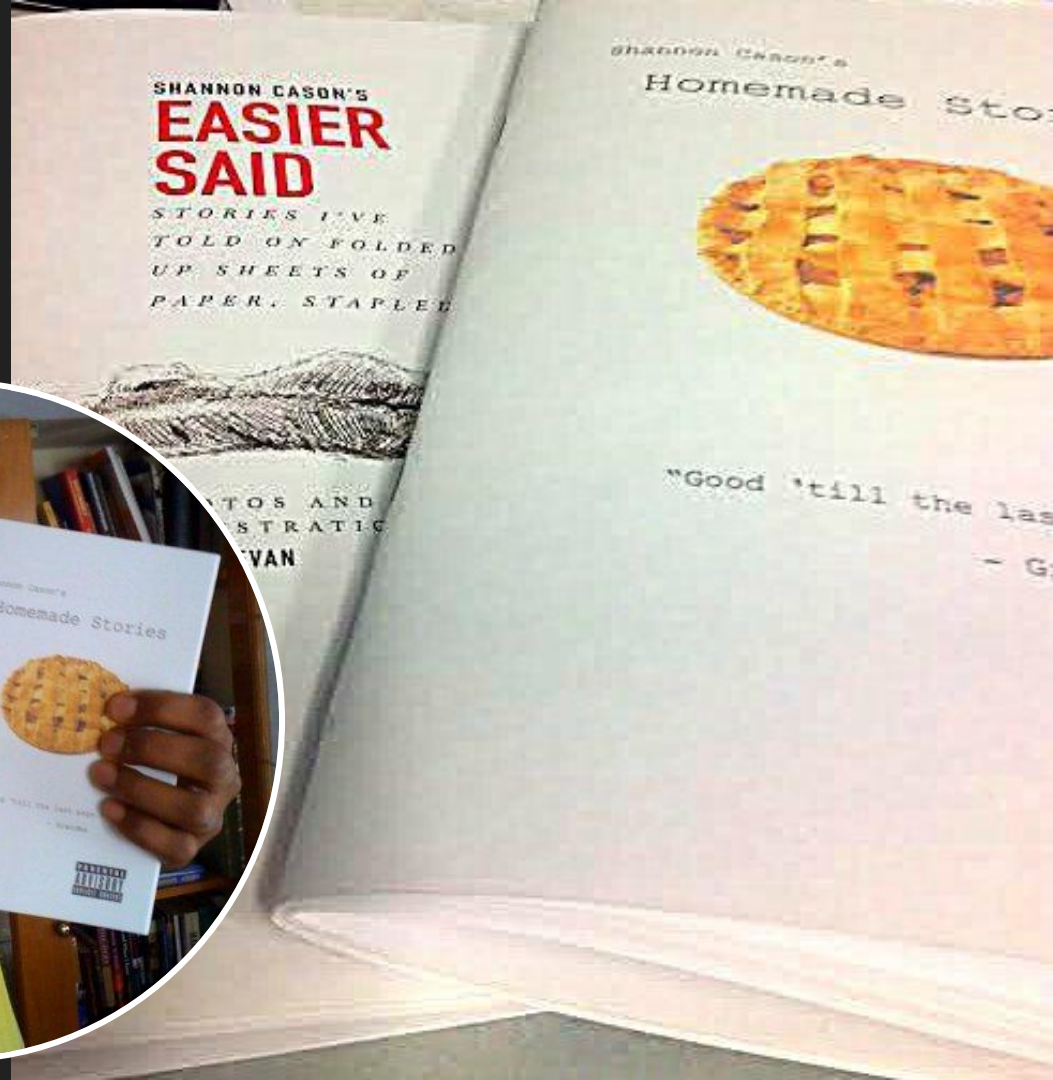
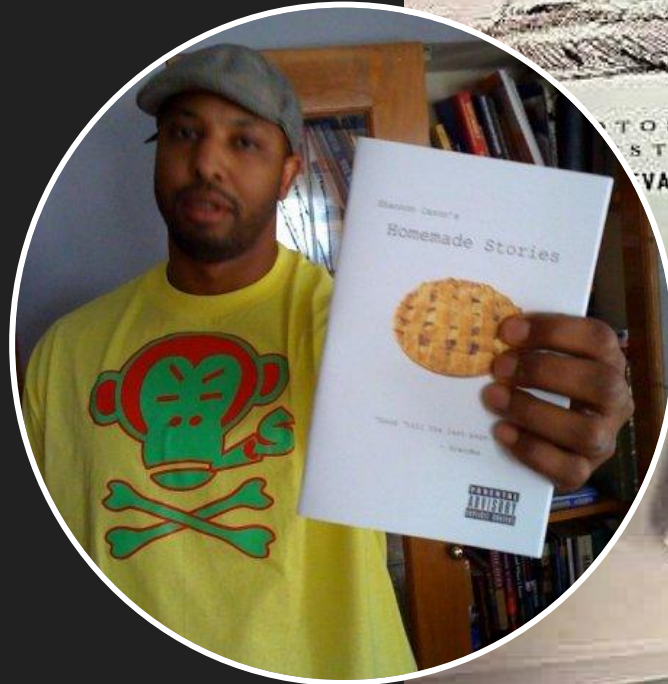


**BRUTALLY
HONEST**
STORYTELLING

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





Shannon Cason's **Homemade Stories** **Podcast**



**PARENTAL
ADVISORY
EXPLICIT CONTENT**



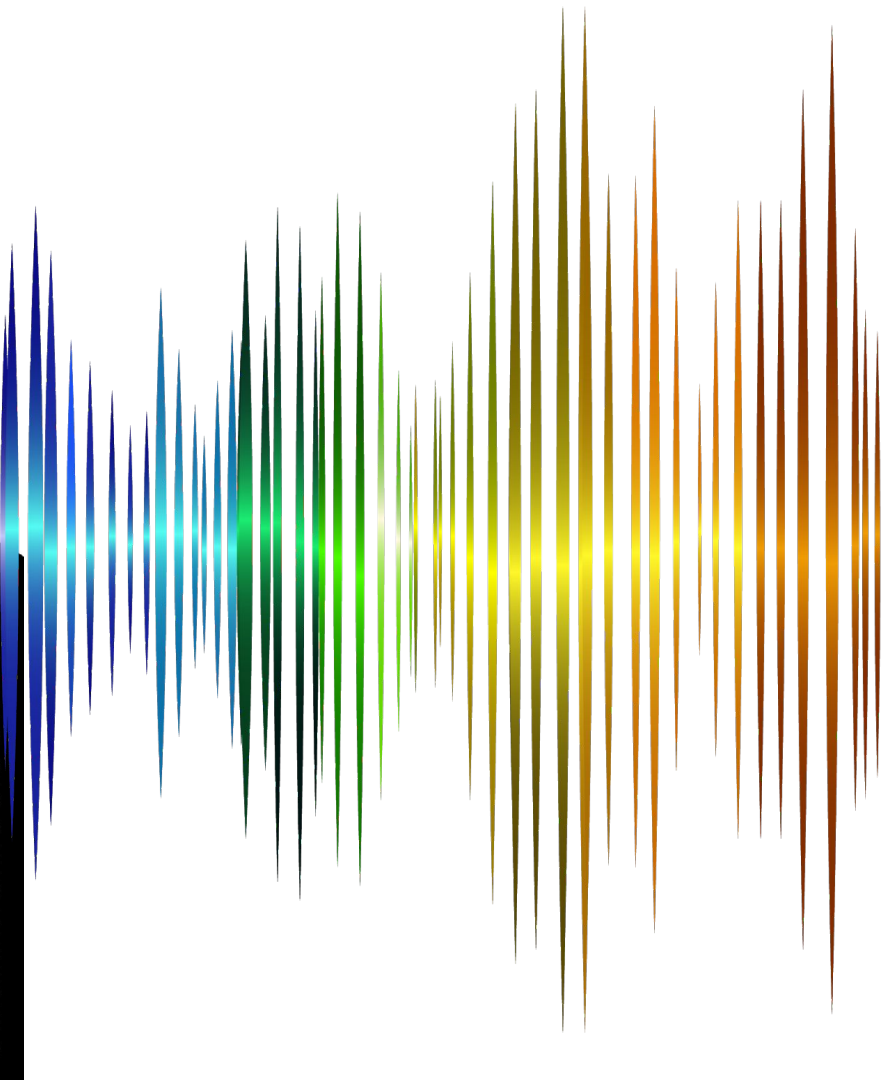


Start Where You Are?

SHANNON CASON'S HOMEMADE STORIES



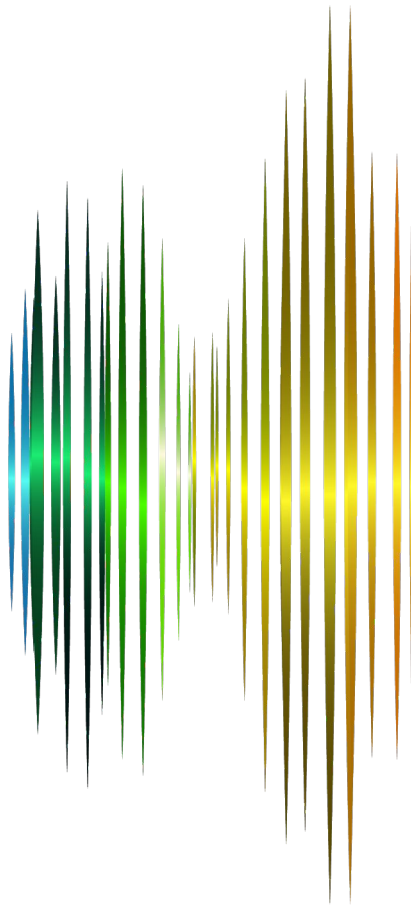
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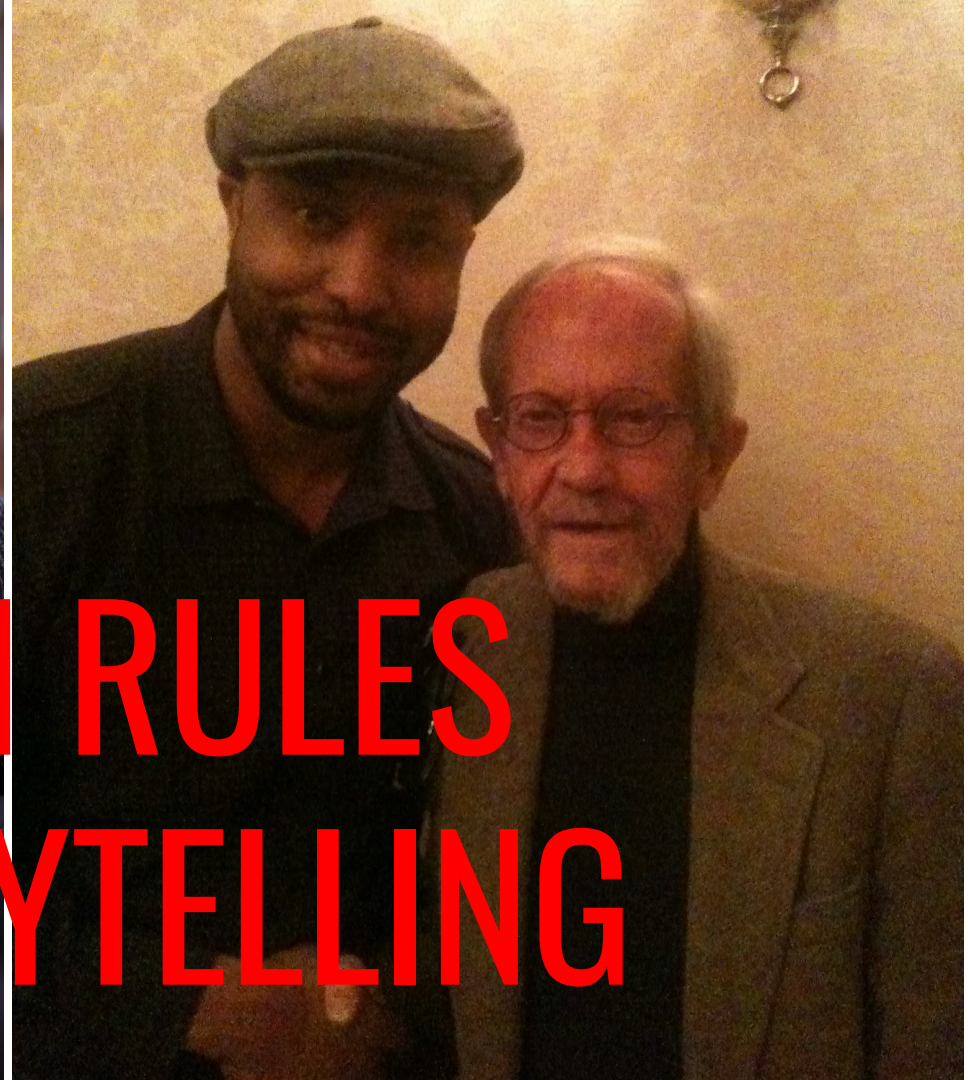
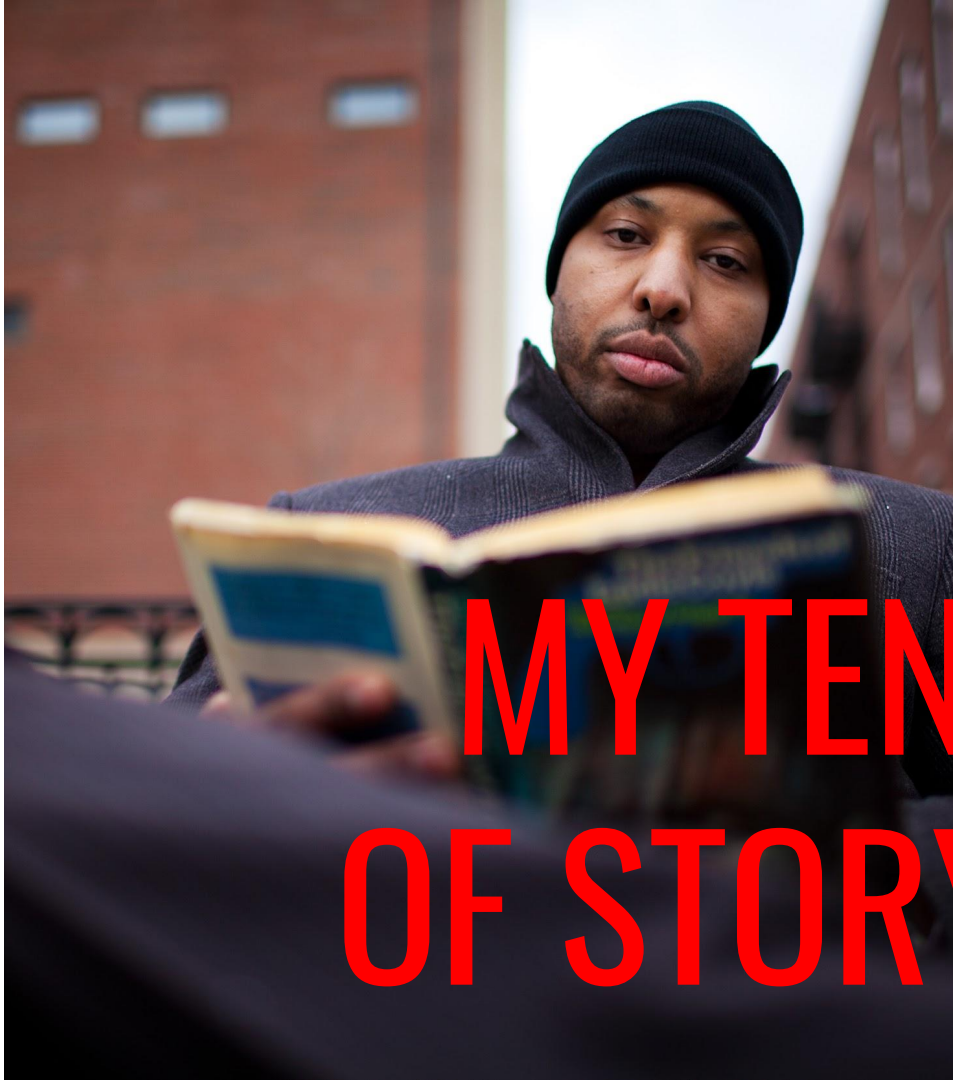


SHANNON CASON'S HOMEMADE STORIES



shannoncason.com





MY TEN RULES OF STORYTELLING

SHANNON CASON'S
HOMEMADE
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



SHANNON CASON'S
HOMEMADE
STORIES

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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HOMEMADE
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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HOMEMADE
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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HOMEMADE
STORIES

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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HOMEMADE
STORIES

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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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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HOMEMADE
STORIES

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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STORIES

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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STORIES

STORYTELLING ADVICE

"Don't Fret."

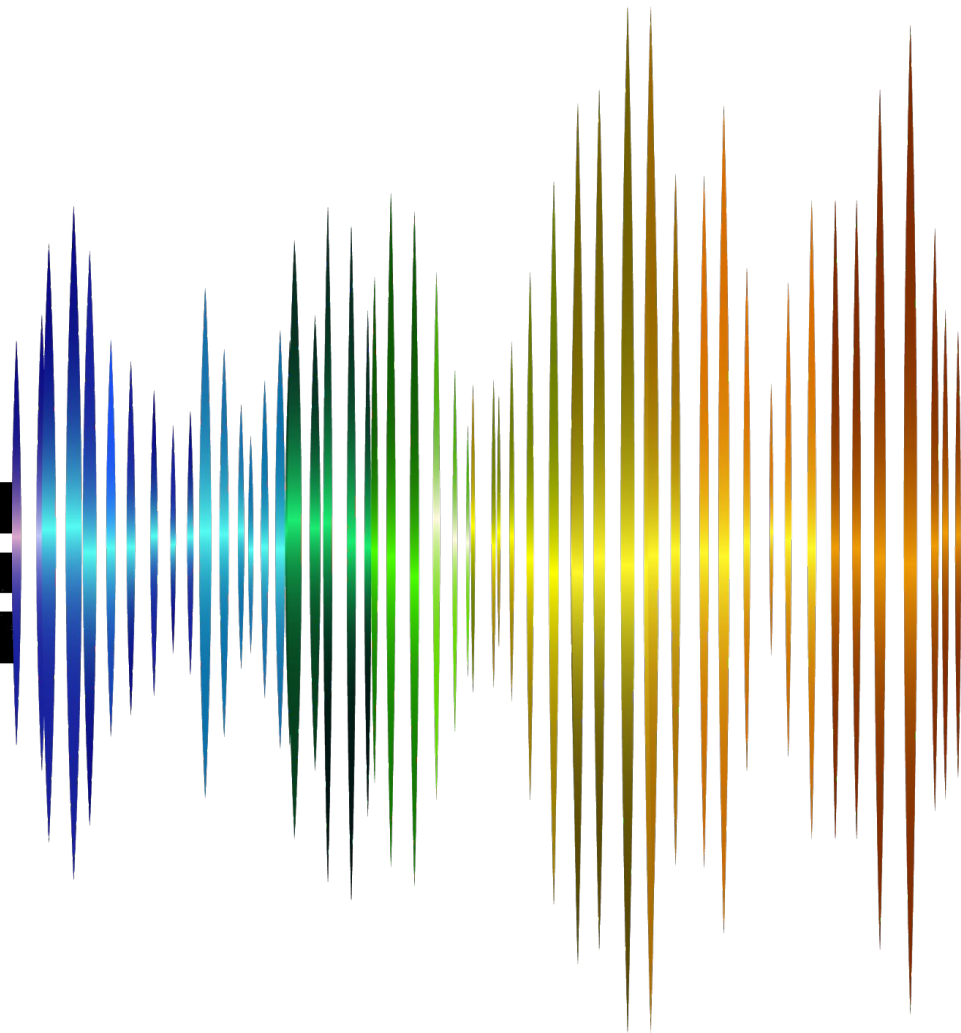
You win some, you lose some. Sometimes a story doesn't go over well. There are a lot of factors involved. You won't be Richard Pryor every time... matter of fact, you'll never be Richard Pryor. Be yourself. And keep telling stories.

-SHANNON CASON

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THE TROUBLE

with Shannon Cason



WBEZCHICAGO

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.

SHANNON CASON



SHANNON CASON'S
HOMEMADE
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.

SHANNON CASON

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The background of the entire graphic features a faint, grayscale image of a person's face, likely Shannon Cason, looking slightly to the side. At the bottom of the frame, there is a black silhouette of a city skyline with several skyscrapers. To the left of the skyline, a suspension bridge, resembling the Golden Gate Bridge, extends from the left edge towards the center.

SHANNON CASON'S
HOMEMADE
STORIES

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

THE
TROUBLE
with Shannon Cason

WBEZCHICAGO

To Do:

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- Visit - shannoncason.com
- Tell the truth.