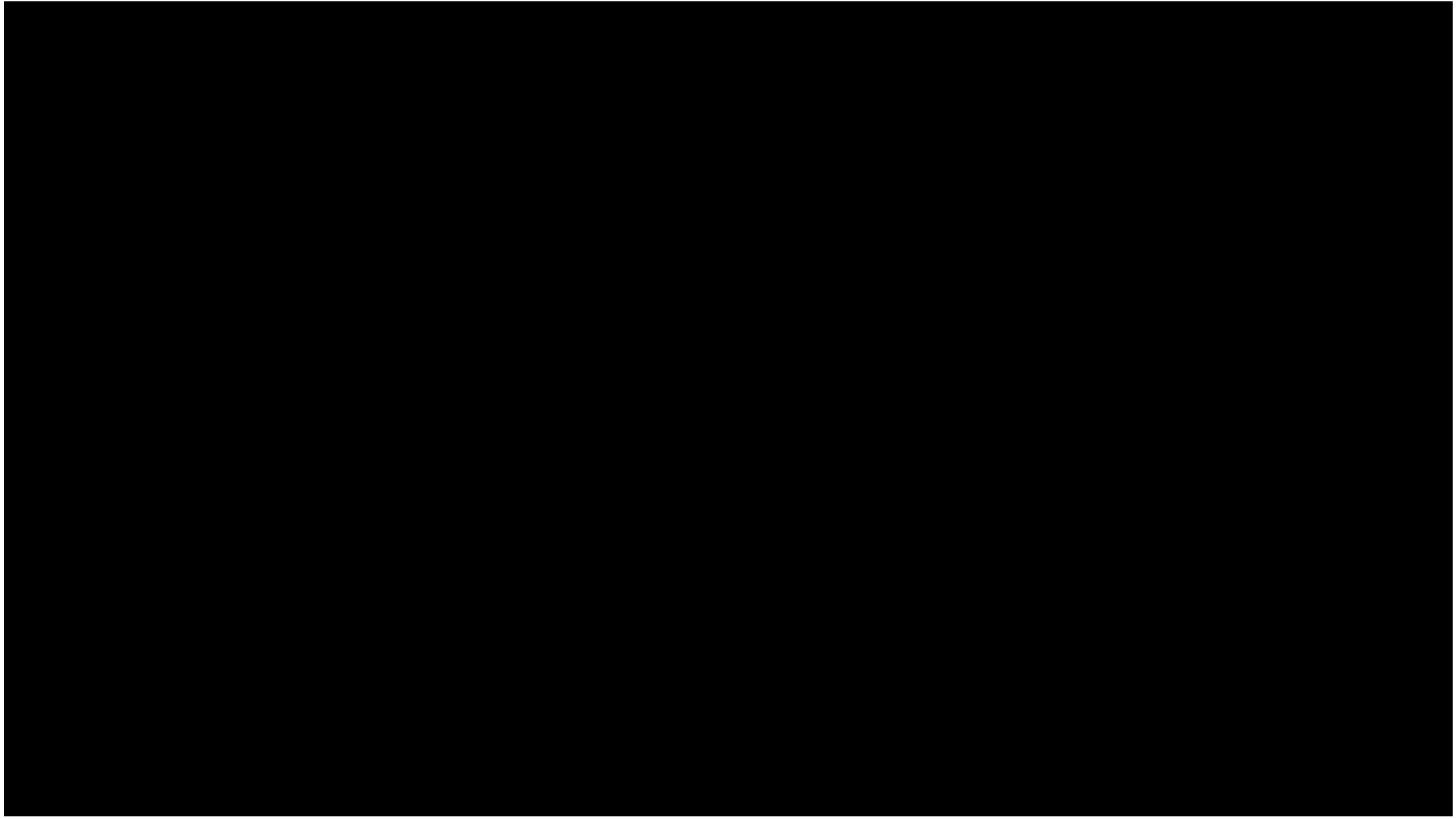


NESTED LOOPS MADE EASY

THE INCEPTION INDUCTION





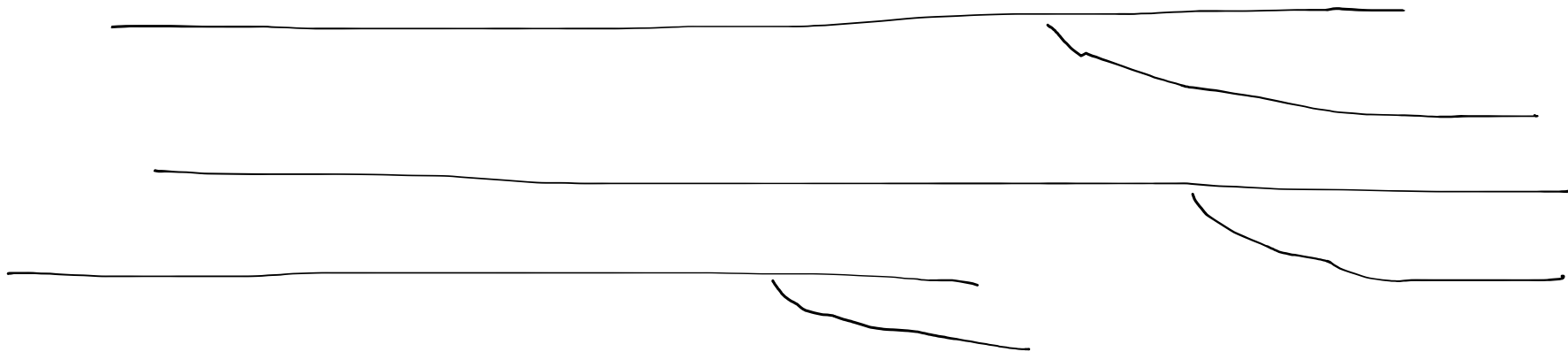
Open Loops

- Click Bait
- Unfinished Gossip
- Cliffhanger
- Being Ghosted
- Teasers



Nested Loops

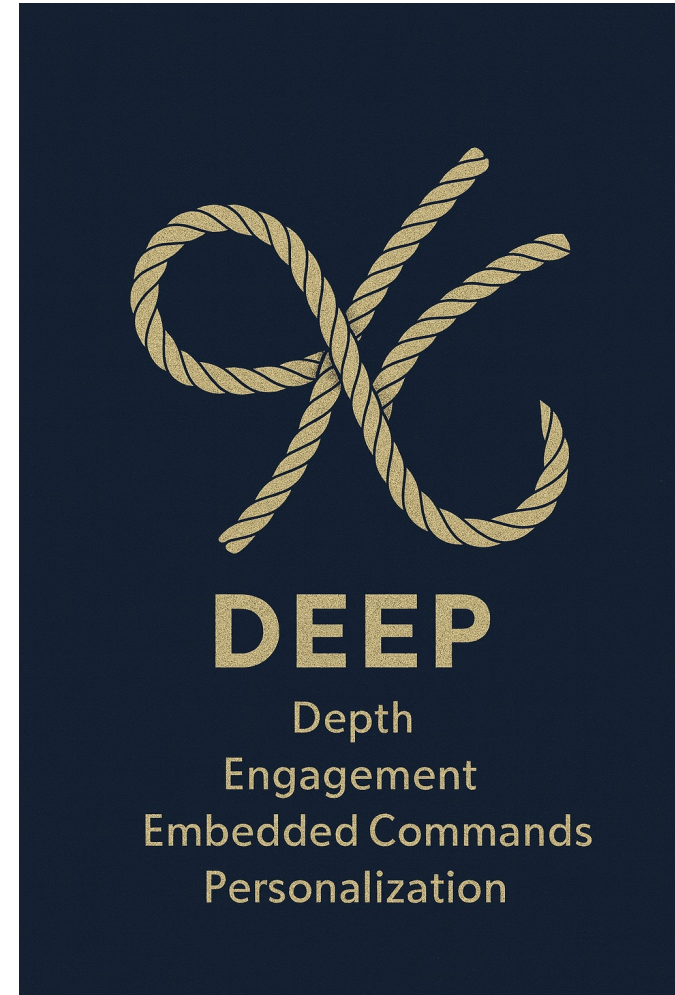
- Stories within Stories
- Tangents and Digressions



- Fear of Getting Lost – Hansel and Gretel .

Why Use Nested Loops? DEEP

- D – Depth
- E – Engagement
- E – Embedded Commands
- P – Personalization






A FILM BY CHRISTOPHER NOLAN

THE 5 LEVELS OF INCOGNITION

LEVEL	WHO DREAMED IT?	WHO GOES THERE?	WHY ARE THEY THERE?	THE KICK
 <p>LEVEL 1 REALITY</p>	<p>No one... We think</p>	<p>Cobb, Arthur, Ariadne, Eames, Saito, Yusuf and Robert Fischer Jr.</p>	<p>To drug Fischer Jr. and bring his subconscious into a dream.</p>	<p>There isn't one. The timer counts down and the machine shuts off.</p>
 <p>LEVEL 2 VAN CHASE</p>	<p>Yusuf "The Chemist"</p>	<p>Cobb, Arthur, Ariadne, Eames, Saito, Yusuf and Robert Fischer Jr.</p>	<p>Fischer Jr. is kidnapped. They force him to give them random numbers which are used later, and begin planting the</p>	<p>Yusuf drives the van off a bridge. That fails. A second Kick occurs when the van hits the water.</p>






LEVEL 3
THE HOTEL

Arthur
"The Point Man"

Cobb, Arthur, Ariadne, Eames, Saito and Robert Fischer Jr.

Fischer Jr. is tricked into believing Browning is a traitor. He joins the team for their next mission.

Arthur blows up an elevator, simulating freefall.




LEVEL 4
SNOW FORTRESS

Eames
"The Forger"

Cobb, Ariadne, Eames, Saito and Robert Fischer Jr.

Fischer Jr. must be taken to the fort, where the idea they wish to plant will finally take hold.

Eames blows up the supports of the fortress, dropping it and causing freefall.



LEVEL 5
LIMBO

No one
It's a shared state

Cobb, Ariadne, Saito, Robert Fischer Jr. and Mal's projection

To get Fischer Jr. and Saito out.

Ariadne and Fischer fall off a building. Cobb and Saito shoot themselves.

Symbols and Mnemonics

- Thresholds (Doors, Archways, Curtains, Turnstile...
- Descent (Staircase, Elevators, Escalators, Ladders, Slides, Fireman's pole...
- Interface (Control Room, Screen, VR headset, Keyboard or Remote
- Portals: Wormholes, Mirrors, Windows, Tunnels, Paintings, Books...
- Environmental Changes: Forest, Beach, Underwater, Space, Fog, Cave...
- Access: Keys, Combination Locks, Passwords, Secret Compartments
- Transport: Trains, Boats, Cars, Planes, Teleportation machine...

My Process

- Level 0: Their Reality
- Level 1: Somewhere they know linked to positive resources
- Level 2: Room / Building / Transport
- Level 3: Past / Trigger / Metaphor
- Level 4: Movie Screen, Hologram,
- Level 5: Their Future Disassociated
- Level 6: Their Future Associated
- There are no limits to the levels...

Get Out of Jail Free Card

- When your unconscious has made the changes it's time to return to reality.
- And as you start to return to the present moment...
- You realise this is all just a journey in your imagination...
- Thoughts within thoughts,
- Ideas within Ideas,
- Dreams within Dreams
- Starting to count to awaken you...



Demo and Questions

