

Billy Cook

Story, Change and AI Consultant

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About me

WHAT I DO

Story, taught and applied

Thirteen years developing drama for BBC One, ITV and Sky, including award-winning Poldark.

I now teach writers and creatives through ScriptMaster with courses, coaching and writing software.

And I guide organisations through achieving change and AI adoption with ThroughLine.

WHY I DO IT

Story is our original technology

Everything we do is a story we are telling ourselves and narrative is the lens through which we filter the world.

For people, story restores agency and authorship at a time of helplessness and anxiety.

For organisations, it identifies the steps that make meaningful change possible and brings people along.

Credentials at a glance

40+

hours of produced scripted drama for BBC One, ITV, Sky and Paramount+

32

produced hours of award-winning Poldark developed and script edited

9m+

watched Silent Witness 25, which I story produced. BBC One's highest launch of the year

160k+

views on a viral ScriptMaster YouTube video. The channel reached 3,000+ subscribers in 12 weeks

8.75/10

rating from my workshop participants for helping them think differently about the challenges of change



ScriptMaster

Teaching people to write and tell stories that move an audience.

YouTube channel

Story lessons built around curiosity hooks. One video passed 160,000 views, and the channel reached 3,000+ subscribers in 12 weeks.

Writer coaching

A 16-week mentored programme through each stage of writing a script. One coached debut feature premiered at Cannes.

Workshops and courses

Story workshops for BBC Studios development staff through the NFTS, and screenwriting courses at City Lit.

SCRIPTMASTER COURSE



Pro Writer Blueprint

A video course covering the full path from idea to finished script, with downloads and guides.

Explore the course

SCRIPTMASTER SOFTWARE



Pro Writer OS

Software for visually planning a story and writing it as a screenplay, novel or branching game. 14-day free trial.

Try Pro Writer OS

ThroughLine

Helping organisations through change, on both sides of it.

The human system

Story-led workshops for leadership teams and employees, working on the beliefs, behaviours and culture behind a change.

The operational system

AI audits and tool builds that find where work gets stuck, then build the tools and workflows that fix it.

Story-driven change workshops

A four-act story framework that guides people through each stage of their own change.

ACT 1

Status quo and goal

ACT 2

Unfamiliar situation and adaptation

ACT 3

Getting results and strategic sacrifices

ACT 4

Climax and resolution

Leading Change Through Story

For leadership teams. From “we need to change” to knowing which blockers are in the way and what to do about them.

Achieving Change Through Story

For employees. From feeling like a victim of change to being a motivated participant in building the future.

Live, half a day to a full day, with multi-day versions available. Rated 8.75/10 for helping participants think differently about change.

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THROUGHLINE · AI

Operational AI audits

Find where AI will help most, then build it.

Review

I look at how work actually gets done to find manual tasks, bottlenecks and hidden blockers.

Prioritise

You get a roadmap of the AI tools, automations and workflows with the most immediate, measurable impact.

Build

Where it helps, I design and build them: internal productivity tools and automated workflows.

I build with AI myself: an automated B2B prospecting system and the Pro Writer OS writing software.
I hold a Diploma in AI and Disruptive Technologies.

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WHATEVER YOUR SITUATION AND NEED

I bring expert-level skills across every narrative domain.

Screen and TV drama

Film

Novels and prose

Games and interactive stories

Organisational change

Audience-building content

Let's talk

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