

Story Genius How To Use Brain Science To Go Beyond

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Story or Die Lisa Cron 2021-03-02 “A practical, heartfelt manual for anyone who needs to change minds and actions. Lisa Cron shares the art of practical empathy with leaders who care enough to make a difference.”—Seth Godin, author of *The Practice* A step-by-step guide to using the brain’s hardwired need for story to achieve any goal, from the author of *Wired for Story* Whether you’re pitching a product, saving the planet, or convincing your kids not to text and drive, story isn’t just one way to persuade. It’s the way. It’s built into the architecture of the brain, and has been since early humans gathered around the camp fire, trying to figure out how to outsmart the lion next door. In *Story or Die*, story coach Lisa Cron sets out to decode the power of story, first by examining how the brain processes information, translates it into narrative, and then guards it as if your life depends on it. Armed with that insight, she focuses on how to find your real target audience and then pinpoint their hidden resistance. Finally, she takes you, step-by-step, through the creation of your own story, one that allows your audience to overcome their resistance and take up your call to action, not because you told them to, but because they want to. That is the power of story. Use it wisely.

The Genius Checklist Dean Keith Simonton 2019-11-12 What it takes to be a genius: nine essential and contradictory ingredients. What does it take to be a genius? A high score on an IQ test? Brilliant physicist Richard Feynman's IQ was too low for membership in Mensa. Suffering from varying degrees of mental illness? Creativity is often considered a marker of mental health. Be a child prodigy like Mozart, or a later bloomer like Beethoven? Die tragically young, like Keats, or live to a ripe old age like Goethe? In *The Genius Checklist*, Dean Keith Simonton examines the key factors in creative genius and finds that they are more than a little contradictory. Simonton, who has studied creativity and genius for more than four decades, draws on both scientific research and stories from the lives of famous creative geniuses that range from Isaac Newton to Vincent van Gogh to Virginia Woolf. He explains the origin of IQ tests and the art of estimating the IQ of long-dead historical figures (John Stuart Mill: 200; Charles Darwin: 160). He compares IQ scores with achieved eminence as measures of genius, and he draws a distinction between artistic and scientific genius. He rules out birth order as a determining factor (in the James family alone, three geniuses at three different birth-order positions: William James, first-born; Henry James, second born; Alice James, born fifth and last); considers Malcolm Gladwell's 10,000 hour rule; and describes how the “lone” genius gets enmeshed in social networks. Genius, Simonton explains, operates in ways so subtle that they seem contradictory. Genius is born and made, the domain of child prodigies and their elders. Simonton's checklist gives us a new, integrative way to understand geniuses—and perhaps even to nurture your own genius!

What's Your Story? Marion Dane Bauer 1992-04-20 The award-winning author “provides mentoring and practical and technical advice in this handy how-to book . . . as useful to teachers as to young writers” (School Library Journal, starred review). Storytelling is a universal experience. From an early age, we begin to shape our own world by crafting tales. But learning to tell—and write—a good story isn't easy. It takes dedication and practice, just like for a musician or an athlete, and it can be just as rewarding to accomplish as winning a game or mastering an instrument. It's the kind of work that feeds our souls and makes us glad to be alive. In *What's Your Story?*, Newbery Medal-winning author Marion Dane Bauer discusses how to write fiction from beginning to end, including creating a story plan, choosing the best idea, bringing characters to life, deciding on a point of view, creating realistic dialogue, keeping readers hooked, and revising and polishing the finished product. “Her last comment is telling: ‘Knowing your craft

can help you tell a story. But only by taking risks can you make art.’ After many pages of provocative information and straightforward counsel, that sentence may be the one to launch youngsters to the challenge. The book speaks directly to young writers, but many adults (teachers, librarians, reviewers, editors, would-be writers) will also find this sensible dissection of the storytelling process invaluable.”—Kirkus Reviews (starred review) “A pragmatic, organized approach to story writing . . . the exercises and thought processes introduced as groundwork come across as stimulating rather than tedious and may serve to hone analytical skills as well as inspire even the most reluctant writers to try their hand.”—Publishers Weekly

How to Think Like Leonardo da Vinci Michael J. Gelb 2009-10-21 This inspiring and inventive guide teaches readers how to develop their full potential by following the example of the greatest genius of all time, Leonardo da Vinci. Acclaimed author Michael J. Gelb, who has helped thousands of people expand their minds to accomplish more than they ever thought possible, shows you how. Drawing on Da Vinci's notebooks, inventions, and legendary works of art, Gelb introduces Seven Da Vincian Principles—the essential elements of genius—from curiosità, the insatiably curious approach to life to connessione, the appreciation for the interconnectedness of all things. With Da Vinci as your inspiration, you will discover an exhilarating new way of thinking. And step-by-step, through exercises and provocative lessons, you will harness the power—and awesome wonder—of your own genius, mastering such life-changing abilities as:

- Problem solving
- Creative thinking
- Self-expression
- Enjoying the world around you
- Goal setting and life balance
- Harmonizing body and mind

Drawing on Da Vinci's notebooks, inventions, and legendary works of art, acclaimed author Michael J. Gelb, introduces seven Da Vincian principles, the essential elements of genius, from curiosita, the insatiably curious approach to life, to connessione, the appreciation for the interconnectedness of all things. With Da Vinci as their inspiration, readers will discover an exhilarating new way of thinking. Step-by-step, through exercises and provocative lessons, anyone can harness the power and awesome wonder of their own genius, mastering such life-changing skills as problem solving, creative thinking, self-expression, goal setting and life balance, and harmonizing body and mind.

Genius Foods Max Lugavere 2018-03-20 New York Times Bestseller Discover the critical link between

your brain and the food you eat and change the way your brain ages, in this cutting-edge, practical guide to eliminating brain fog, optimizing brain health, and achieving peak mental performance from media personality and leading voice in health Max Lugavere. After his mother was diagnosed with a mysterious form of dementia, Max Lugavere put his successful media career on hold to learn everything he could about brain health and performance. For the better half of a decade, he consumed the most up-to-date scientific research, talked to dozens of leading scientists and clinicians around the world, and visited the country's best neurology departments—all in the hopes of understanding his mother's condition. Now, in *Genius Foods*, Lugavere presents a comprehensive guide to brain optimization. He uncovers the stunning link between our dietary and lifestyle choices and our brain functions, revealing how the foods you eat directly affect your ability to focus, learn, remember, create, analyze new ideas, and maintain a balanced mood. Weaving together pioneering research on dementia prevention, cognitive optimization, and nutritional psychiatry, Lugavere distills groundbreaking science into actionable lifestyle changes. He shares invaluable insights into how to improve your brain power, including the nutrients that can boost your memory and improve mental clarity (and where to find them); the foods and tactics that can energize and rejuvenate your brain, no matter your age; a brain-boosting fat-loss method so powerful it has been called “biochemical liposuction”; and the foods that can improve your happiness, both now and for the long term. With *Genius Foods*, Lugavere offers a cutting-edge yet practical road map to eliminating brain fog and optimizing the brain's health and performance today—and decades into the future.

Leonardo's Brain Leonard Shlain 2021-10-01 Understanding Da Vinci's Creative Genius The life and art of history's most influential mind Bestselling author Leonard Shlain explores the potential for humankind through the life, art, and mind of the first true Renaissance Man, Leonardo da Vinci. His innovations as an artist, scientist, and inventor are recast through a modern lens, with Shlain applying contemporary neuroscience to illuminate da Vinci's creative process. No other person in human history has excelled in so many areas of innovation: Shlain reveals the how and the why. Shlain theorizes that Leonardo's extraordinary mind came from a uniquely developed and integrated right and left brain, which offers a model for how we too can evolve. Using past and current research, *Leonardo's Brain* presents da Vinci as the focal point for a fresh exploration of human creativity. With his lucid style and remarkable ability to discern connections among a wide range of fields, Shlain brings the reader into the world of history's

greatest mind. Leonard Shlain is a bestselling author, inventor, and surgeon. Admired among artists, scientists, philosophers, anthropologists, and educators, he authored three bestselling books. He delivered stunning visual presentations based upon his books in venues around the world, including Harvard, the New York Museum of Modern Art, CERN, Los Alamos, the Florence Academy of Art, and the European Council of Ministers. Shlain died in May 2009 at the age of 71 from brain cancer shortly after the completion of this book. Visit LeonardShlain.com and LeonardosBrain.com.

Save the Cat! Writes a Novel Jessica Brody 2018-10-09 The first novel-writing guide from the best-selling Save the Cat! story-structure series, which reveals the 15 essential plot points needed to make any novel a success. Novelist Jessica Brody presents a comprehensive story-structure guide for novelists that applies the famed Save the Cat! screenwriting methodology to the world of novel writing. Revealing the 15 "beats" (plot points) that comprise a successful story--from the opening image to the finale--this book lays out the Ten Story Genres (Monster in the House; Whydunit; Dude with a Problem) alongside quirky, original insights (Save the Cat; Shard of Glass) to help novelists craft a plot that will captivate--and a novel that will sell.

Write Great Fiction - Description & Setting Ron Rozelle 2005-03-15 Build a Believable World How essential is setting to a story? How much description is too much? In what ways do details and setting tie into plot and character development? How can you use setting and description to add depth to your story? You can find all the answers you need in Write Great Fiction: Description & Setting by author and instructor Ron Rozelle. This nuts-and-bolts guide - complete with practical exercises at the end of each chapter - gives you all the tips and techniques you need to:

- Establish a realistic sense of time and place
- Use description and setting to drive your story
- Craft effective description and setting for different genres
- Skillfully master showing vs. telling

With dozens of excerpts from some of today's most popular writers, Write Great Fiction: Description & Setting gives you all the information you need to create a sharp and believable world of people, places, events, and actions.

Brain Wave Poul Anderson 2011-09-29 'Imagine that tomorrow neurotic response is so accelerated on this earth that an I.Q. of 500 is commonplace, a moron has the thinking capacity of yesterday's intellectual.

Poul Anderson's detailedly plausible exploration of his theme makes for an unusually satisfying and stimulating book.'

Around the Writer's Block Rosanne Bane 2012-08-02 A practical guide for aspiring writers who are struggling with common obstacles shares insights into the neurological processes that lead to writer's block, outlining a three-part plan for developing new and regular habits to overcome stress and render writing a source of creativity and growth. Original. 10,000 first printing.

The Emotion Thesaurus: A Writer's Guide to Character Expression (2nd Edition) Becca Puglisi 2020-09-19

The bestselling Emotion Thesaurus, often hailed as “the gold standard for writers” and credited with transforming how writers craft emotion, has now been expanded to include 56 new entries! One of the biggest struggles for writers is how to convey emotion to readers in a unique and compelling way. When showing our characters’ feelings, we often use the first idea that comes to mind, and they end up smiling, nodding, and frowning too much. If you need inspiration for creating characters’ emotional responses that are personalized and evocative, this ultimate show-don’t-tell guide for emotion can help. It includes:

- Body language cues, thoughts, and visceral responses for over 130 emotions that cover a range of intensity from mild to severe, providing innumerable options for individualizing a character’s reactions
- A breakdown of the biggest emotion-related writing problems and how to overcome them
- Advice on what should be done before drafting to make sure your characters’ emotions will be realistic and consistent
- Instruction for how to show hidden feelings and emotional subtext through dialogue and nonverbal cues
- And much more!

The Emotion Thesaurus, in its easy-to-navigate list format, will inspire you to create stronger, fresher character expressions and engage readers from your first page to your last.

Blueprint for a Book Jennie Nash 2021-09 How to write a novel in the most efficient way by tackling the hardest part before you start to write, from top book coach Jennie Nash "This process makes me want to write, and it makes what I'm writing better. I read it before every draft. It's that good." -KJ Dell'Antonia, New York Times bestselling author of *The Chicken Sisters* Whether you're writing your first novel or your tenth, there is a temptation to pin it to the page before it disappears. It's such a brilliant idea and you can see the whole thing shimmering in your mind, just out of reach. Maybe you do some work on character

development and plotting, but you're a racehorse at the gate, ready to run, ready to write. This book is an argument to stop and define the foundational elements of your story before you keep writing - which means understanding your motivation as a writer, considering your reader's expectations, and making sure your story has a solid structure that will hold up inside and out from beginning to end. This clarity is what gives a novel its power and a writer their confidence. Jennie Nash is the creator of the Book Coach Certification program at Author Accelerator and has taught hundreds of book coaches and thousands of novelists how to use the Blueprint for a Book system-and the Inside Outline at the heart of it - to help them produce their best work in the most efficient way. "Jennie Nash turned me into a plotter and changed the way I think about approaching any new project. I'm an Inside Outside outline fan for life!" - Alison Hammer, author of *You and Me and Us* and *Little Pieces of Me* "If you are about to start writing or revising your novel - hold up! You need this book before putting fingers to keyboard. It's a step-by-step design-your-novel manual that encapsulates the most important aspect of great story-telling: how to reach deep into your writerly heart and into the heart of the story you want to bring to life." - Janet Fox, author of *The Artifact Hunters* "I will sing the praises of the Inside Outline forever. It's f*ing genius." -Carla Naumburg, author of *How to Stop Losing Your Sh*t With Your Kids* "The Inside Outline is making writing easier. I can focus more on the writing rather than discovering what the scene is about when I'm creating it. Why isn't every writer using it? Instead, people are plonking down good money to be told ten key steps in writing dialogue or setting a scene. I'm so grateful I'm no longer one of them." - Kate Kimball, first time novelist

The Genius Within David Adam 2018-02-08 From the Sunday Times bestselling author of *The Man Who Couldn't Stop*. 'Witty, sharp and enlightening . . . This book will make you smarter' Adam Rutherford. What if you have more intelligence than you realize? What if there is a genius inside you, just waiting to be released? And what if the route to better brain power is not hard work or thousands of hours of practice but to simply swallow a pill? In *The Genius Within*, bestselling author David Adam explores the groundbreaking neuroscience of cognitive enhancement that is changing the way the brain and the mind works – to make it better, sharper, more focused and, yes, more intelligent. Sharing his own experiments with revolutionary smart drugs and electrical brain stimulation, he delves into the sinister history of intelligence tests, meets savants and brain hackers and reveals how he boosted his own IQ to cheat his way into

Mensa. Going to the heart of how we consider, measure and judge mental ability, *The Genius Within* asks difficult questions about the science that could rank and define us, and inevitably shape our future.

Plan Your Novel Like a Pro: And Have Fun Doing It! Ezra Barany 2018-11-17 This book will help you get excited to plan your novel. The tools shared here are designed to spark your muse and give you confidence when you sit down to write your story. *Plan Your Novel Like A Pro: And Have Fun Doing It!* is for organic writers and pantsers who want a roadmap to follow, so that they can let their creativity loose. "Beth's book is like plotting for pantsers!"-Tess Rider, Science Fantasy Romance Author Plan your novel, write with confidence, and have fun doing it! We know that you have other activities in your life besides writing, and that writing your novels is important to you. How can you manage your writing and still meet your other obligations? Well, you can, in small, manageable bite-sized pieces. Each lesson in this book can be done in as little as 15-20 minutes. You can plan your novel in a way that fits into your life. We know, because we've done it, multiple times! Based on the popular course, *Plan Your Novel: 30-Day Writing Challenge*, this book is organized into 4 sections, so that you can do the exercises over a one-month period. If you're planning to participate in National Novel Writing Month (NaNoWriMo) or Camp NaNo, this course will get you ready and give you everything you need to write a novel in 30 days. This book is for you: ... if you have never written a novel, have always wanted to, and still feel lost on how to go from brilliant idea to The End, then you will be stretched in new and different ways.... if you're an experienced novelist, with 1 or 2 completed or partially completed novels under your bed, and you're stuck somehow. You may find this course structured in a way that's new to you and yet familiar.... if you have 3 or more unfinished novels sitting in a drawer, and always hit that sagging middle and lose focus or lose interest, this course will help you dream up exciting ways to torture, I mean challenge, your characters all the way to story resolution. With this book, you'll be able to: -- Believe that you can write a novel-- Step into a sense of satisfaction and creative accomplishment-- Get excited for NaNoWriMo-- Plan your novel FOR AUTHORS WHO WRITE: -Novels, novellas, and short stories-Page-turning fiction like mystery, thriller, romance, suspense, fantasy, science fiction, women's fiction, and mash-ups of these -For Adult, Young Adult, New Adult, and Middle Grade Readers How this book is organized: Introduction & Essential Tips Introduction Chapter 1: Essential Character Tips for Fiction Writers Chapter 2: Essential Plot Tips for Fiction Writers Week One: Elevator Pitch, What-If Pitch & Short Synopsis Chapter 3: Elevator Pitch Chapter

4: The What-If Pitch by Ezra Barany
Chapter 5: Your Story Synopsis
Week Two: Get to Know Your Main Characters
Chapter 6: Interview Your Characters
Chapter 7: Uncover Your Characters' Core Beliefs And Identity And How They Change
Chapter 8: Your Characters' Secrets
Chapter 9: Draft Your Character's Emotional Core With The Empathy Formula
Chapter 10: The Character Relationship Map
Chapter 11: Focusing on What to Write
Week Three: Story Plot Points & World Building
Chapter 12: Uncover Your Character's Worst Fears to Discover Your Story Conflicts
Chapter 13: World Building: Questions to Brainstorm
Chapter 14: Your Story's Structure
Chapter 15: The Question Toolbox
Week Four: Scene-By-Scene Outline And Plotting
Chapter 16. High-Concept Pitch
Chapter 17: Design Your Plot with the Problem-Solution Tool
Chapter 18: Five Essential Stages Of A Scene (And Of Story!)
Chapter 19: Scene Setup: Storyboarding
Chapter 20: Scene-by-Scene Outline
Next Steps: Write Your Novel
Resources for Further Reading and Study
Acknowledgments
Also by Beth Barany
About the Authors

The Story Grid Shawn Coyne 2015-05-02
WHAT IS THE STORY GRID? The Story Grid is a tool developed by editor Shawn Coyne to analyze stories and provide helpful editorial comments. It's like a CT Scan that takes a photo of the global story and tells the editor or writer what is working, what is not, and what must be done to make what works better and fix what's not. The Story Grid breaks down the component parts of stories to identify the problems. And finding the problems in a story is almost as difficult as the writing of the story itself (maybe even more difficult). The Story Grid is a tool with many applications: 1. It will tell a writer if a Story ?works? or ?doesn't work. 2. It pinpoints story problems but does not emotionally abuse the writer, revealing exactly where a Story (not the person creating the Story'the Story) has failed. 3. It will tell the writer the specific work necessary to fix that Story's problems. 4. It is a tool to re-envision and resuscitate a seemingly irredeemable pile of paper stuck in an attic drawer. 5. It is a tool that can inspire an original creation.

Becoming a Writer Dorothea Brande 2016-02-24
A reissue of a classic work published in 1934 on writing and the creative process, *Becoming a Writer* recaptures the excitement of Dorothea Brande's creative writing classroom of the 1920s. Decades before brain research "discovered" the role of the right and left brain in all human endeavor, Dorothea Brande was teaching students how to see again, how to hold their minds still, and how to call forth the inner writer.

How Fiction Works Oakley Hall 2003-12-15 Think of your fiction like a clock, a marvel of mainsprings and wheels, pinions and pendulums. It's an extraordinary organization of diverse elements, channeling energy and tension into the regular coordination of action and reaction, rotating gears and moving hands.

&break;&break;Oakley Hall, writing teacher emeritus, invites you as his apprentice to study fiction's inner workings, the pegs and screws upon which a good story depends. You'll find the elements of fiction examined and illuminated, with insights into how they must interact to create a distinctive story.

&break;&break;In sharing lessons taught by years of experience and by citing examples from dozens of esteemed writers, Hall makes working alongside a master thoroughly pleasurable, as well as an invaluable opportunity to craft fiction that is tuned like a precision timepiece.

Story Genius Lisa Cron 2016-08-09 Following on the heels of Lisa Cron's breakout first book, *Wired for Story*, this writing guide reveals how to use cognitive storytelling strategies to build a scene-by-scene blueprint for a riveting story. It's every novelist's greatest fear: pouring their blood, sweat, and tears into writing hundreds of pages only to realize that their story has no sense of urgency, no internal logic, and so is a page one rewrite. The prevailing wisdom in the writing community is that there are just two ways around this problem: pantsing (winging it) and plotting (focusing on the external plot). Story coach Lisa Cron has spent her career discovering why these methods don't work and coming up with a powerful alternative, based on the science behind what our brains are wired to crave in every story we read (and it's not what you think). In *Story Genius* Cron takes you, step-by-step, through the creation of a novel from the first glimmer of an idea, to a complete multilayered blueprint—including fully realized scenes—that evolves into a first draft with the authority, richness, and command of a riveting sixth or seventh draft.

Intuitive Editing Tiffany Yates Martin 2021-03-05 "Editing your own writing can feel like doing your own brain surgery." After you've completed your manuscript and you're standing at the foot of Revision Mountain, climbing to the summit can feel impossible. It's hard to look at your own writing with the objective eye needed to shape it into a tight, polished, publishable story—but just like writing, self-editing is a skill you can learn. Developmental editor Tiffany Yates Martin has spent her career in the publishing industry honing practical, actionable techniques to help authors evaluate how well their story is working, where it might not be, and how to fix it. With a clear, accessible, user-friendly approach, she leads writers

through every step of deepening and elevating their own work, as well as how to approach the edit and develop their "editor brain," and how to solicit and process feedback. Intuitive Editing doesn't offer one-size-fits-all advice or rigid writing "rules"; instead it helps authors discover what works for their story and their style-to find the best version of their vision. Whether you're writing fiction, narrative nonfiction, or memoir; whether this your first story or your fiftieth, Intuitive Editing will give you the tools you need to edit and revise your own writing with inspiration, motivation, and confidence. Tiffany Yates Martin has spent nearly thirty years as an editor in the publishing industry, working with major publishers and bestselling authors as well as newer writers. She's led workshops and seminars for conferences and writers' groups across the country and is a frequent contributor to writers' sites and publications. Visit her at www.foxprinteditorial.com.

How to Bury Your Brother Lindsey Rogers Cook 2020-05-12 One dedicated woman discovers the man she never knew her brother to be in this evocative work of Southern fiction that explores how trauma bonds us all. Her brother's letters reveal everything—if only he'd written one to her. Alice always thought she'd see her brother again. Rob ran away when he was fifteen, with so many years left to find his way home. But his funeral happened first. Eight years later she has to clear out her childhood home in Georgia, and the memories come flooding in, bringing with them an autopsy report showing her family's lies—and sealed, addressed letters from Rob. In a search for answers to questions she's always been afraid to ask, Alice delivers the letters. Each dares her to open her eyes to her family's secrets and the ghosts of her own past. But it's the last letter, addressed to her brother's final home in New Orleans, that will force her to choose if she'll let the trauma break her or finally bring her home. *Everything I Never Told You* meets *The Night Olivia Fell* set against a vivid Southern backdrop, *How to Bury Your Brother* is the highly-discussable story of a sister coming to terms with her brother's life and death.

A Wrong So Right Lisa Bafta 2021-10-31

My Stroke of Insight Jill Bolte Taylor 2008-05-12 "Transformative...[Taylor's] experience...will shatter [your] own perception of the world."—ABC News The astonishing New York Times bestseller that chronicles how a brain scientist's own stroke led to enlightenment On December 10, 1996, Jill Bolte Taylor, a thirty-seven-

year-old Harvard-trained brain scientist experienced a massive stroke in the left hemisphere of her brain. As she observed her mind deteriorate to the point that she could not walk, talk, read, write, or recall any of her life—all within four hours—Taylor alternated between the euphoria of the intuitive and kinesthetic right brain, in which she felt a sense of complete well-being and peace, and the logical, sequential left brain, which recognized she was having a stroke and enabled her to seek help before she was completely lost. It would take her eight years to fully recover. For Taylor, her stroke was a blessing and a revelation. It taught her that by "stepping to the right" of our left brains, we can uncover feelings of well-being that are often sidelined by "brain chatter." Reaching wide audiences through her talk at the Technology, Entertainment, Design (TED) conference and her appearance on Oprah's online Soul Series, Taylor provides a valuable recovery guide for those touched by brain injury and an inspiring testimony that inner peace is accessible to anyone.

Tomorrow They Will Kiss Eduardo Santiago 2009-06-27 Written with buoyant humor and a sharp sense of human desire, this is the story of love pursued at any cost, of how friendship and history unite people for better or worse, and of the hope for that redemptive kiss capable of reconciling estranged lovers and countries.

27 Essential Principles of Story Daniel Joshua Rubin 2020-09-08 A modern and actionable guide to the fundamentals of writing compelling, well-crafted, authentic stories in any medium, with lessons illustrated by novels, plays, films, music, video games, and TV, and writers from Shakespeare and Dostoevsky to Quentin Tarantino and Eminem.

Story or Die Lisa Cron 2021-03-02 "A practical, heartfelt manual for anyone who needs to change minds and actions. Lisa Cron shares the art of practical empathy with leaders who care enough to make a difference."—Seth Godin, author of *The Practice* A step-by-step guide to using the brain's hardwired need for story to achieve any goal, from the author of *Wired for Story* Whether you're pitching a product, saving the planet, or convincing your kids not to text and drive, story isn't just one way to persuade. It's the way. It's built into the architecture of the brain, and has been since early humans gathered around the camp fire, trying to figure out how to outsmart the lion next door. In *Story or Die*, story coach Lisa Cron sets out

to decode the power of story, first by examining how the brain processes information, translates it into narrative, and then guards it as if your life depends on it. Armed with that insight, she focuses on how to find your real target audience and then pinpoint their hidden resistance. Finally, she takes you, step-by-step, through the creation of your own story, one that allows your audience to overcome their resistance and take up your call to action, not because you told them to, but because they want to. That is the power of story. Use it wisely.

49 Ways to Write Yourself Well Jackee Holder 2018-01-28 With the rise of the digital age, writing as a form of inquiry and reflection is fast becoming a forgotten art. Written by an experienced executive coach and writer, this book is full of information and exercises to build and maintain a regular writing practice for enhancing well-being, as well as set up and maintain a journal.

Techniques of the Selling Writer Dwight V. Swain 2012-09-06 *Techniques of the Selling Writer* provides solid instruction for people who want to write and sell fiction, not just to talk and study about it. It gives the background, insights, and specific procedures needed by all beginning writers. Here one can learn how to group words into copy that moves, movement into scenes, and scenes into stories; how to develop characters, how to revise and polish, and finally, how to sell the product. No one can teach talent, but the practical skills of the professional writer's craft can certainly be taught. The correct and imaginative use of these skills can shorten any beginner's apprenticeship by years. This is the book for writers who want to turn rejection slips into cashable checks.

Elements of Fiction Writing – Scene & Structure Jack Bickham 1999-03-15 Craft your fiction with scene-by-scene flow, logic and readability. An imprisoned man receives an unexpected caller, after which "everything changed..." And the reader is hooked. But whether or not readers will stay on for the entire wild ride will depend on how well the writer structures the story, scene by scene. This book is your game plan for success. Using dozens of examples from his own work - including *Dropshot*, *Tiebreaker* and other popular novels - Jack M. Bickham will guide you in building a sturdy framework for your novel, whatever its form or length. You'll learn how to: • "worry" your readers into following your story to the end • prolong your main character's struggle while moving the story ahead • juggle cause and effect to serve your story

action As you work on crafting compelling scenes that move the reader, moment by moment, toward the story's resolution, you'll see why... • believable fiction must make more sense than real life • every scene should end in disaster • some scenes should be condensed, and others built big Whatever your story, this book can help you arrive at a happy ending in the company of satisfied readers.

When Robins Appear Densie Webb 2020-10-20 With a lucrative freelance career and a loving family, Deborah Earle has a life many women would envy. But her daughter, Amanda, is heading to college soon, and Deborah worries about having an empty nest. She thinks another child might be the answer. Her husband, Richard, however, may not be willing to start over so late in life. Amanda is excited about attending NYU next year, but she meets Graham, a handsome older boy, falls hard, and considers postponing her education to stay close to him. Her mother takes an instant dislike to Graham, but Amanda refuses to let her keep them apart. As Deborah watches her daughter rush headlong toward heartache on an all-too-familiar path, the secrets lurking in Deborah's past continue to echo in her present. When tragedy strikes, Deborah faces a future she could never have imagined.

How to Write a Novel in 90 Days Conrad Jones 2013-10-21 This concise guide tells you how to write a novel by using a systematic approach to writing. This guide is written by an author not a 'guru'. A simple step by step breakdown of how to plan each day. No fillers and no theory, just the hard facts in a concise guide. There are many guides about writing novels on the market but how many of them are written by prolific published authors? The answer is 'not many'. How can anyone write a guide unless they have been through the writing process many times before? The simple answer to this question is they can't because they cannot feed on their own actual experiences to help another writer to avoid the mistakes and pitfalls. Most guides regurgitate information which they have picked up from creative writing books or sites. How can they give you advice when they have never sat down and focused on creating a novel which will sell, many times over? Writing a novel is the same as any other task we undertake as individuals. We have to learn how to do it in order to do it well. When you first learn to drive, you need lessons. No one walks into the kitchen and creates a gourmet dish on their first attempt. If you want a system to apply to writing a book, then you need to take advice from an 'author' who has taken years to develop the process via experience.

The Emotional Craft of Fiction Donald Maass 2016-12-30 Engage Your Readers with Emotion While writers might disagree over showing versus telling or plotting versus pantsing, none would argue this: If you want to write strong fiction, you must make your readers feel. The reader's experience must be an emotional journey of its own, one as involving as your characters' struggles, discoveries, and triumphs are for you. That's where *The Emotional Craft of Fiction* comes in. Veteran literary agent and expert fiction instructor Donald Maass shows you how to use story to provoke a visceral and emotional experience in readers. Topics covered include: • emotional modes of writing • beyond showing versus telling • your story's emotional world • moral stakes • connecting the inner and outer journeys • plot as emotional opportunities • invoking higher emotions, symbols, and emotional language • cascading change • story as emotional mirror • positive spirit and magnanimous writing • the hidden current that makes stories move Readers can simply read a novel...or they can experience it. *The Emotional Craft of Fiction* shows you how to make that happen.

The Story Book David Baboulene 2010 'Fantastic. A bible for writers.' Bookshelf Author, scriptwriter, story consultant and Ph.D scholar of narrative theory, David Baboulene, helps you to understand what makes stories that grip. With invaluable new thinking on subtext plus insights on story success from: Bob Gale: Legendary Hollywood scriptwriter and producer of the Back to the Future trilogy. Lee Child: 16 million Jack Reacher novels sold in 43 countries and 29 languages. Willy Russell: celebrated playwright and film maker of classics such as Shirley Valentine, Educating Rita, Blood Brothers... John Sullivan: television comedy writing legend - Only Fools and Horses, Citizen Smith, Just Good Friends... Simply a must-read for anyone wanting to understand how to turn ideas into stories that sell. "Receiving a publishing deal was a dream turned reality, and *The Story Book* helped me obtain this achievement. A practical, yet engaging guide, every writer should read. "David Baboulene is truly a master when it comes to the science behind storytelling." Craig Hinde (Director). Here is what I have in my acknowledgment page: 'David Baboulene-I did it and you're a heck of a teacher!' " Kerri Cuevas - Author of Deadly Kisses.

Manuscript Makeover Elizabeth Lyon 2008-04-01 Professional editor and author Elizabeth Lyon offers aspiring novelists the guidance and instruction they need to write and edit well-crafted and compelling stories that will stand out from the competition and attract the attention of agents and publishers,

including: - Stand-out style techniques, from accessing an authentic voice to applying techniques of "wordsmithing" that transform prose - How to rewrite characterization for dimensionality, a universal need, and theme - Adjustment suggestions to match the prose style and structure of specific genres - Correct grammar, punctuation, spelling, and style - Strategies to strengthen story beginnings and endings - Methods for increasing plot stakes, creating movement, and adjusting pace for maximum suspense

Wired for Story Lisa Cron 2012-07-10 This guide reveals how writers can utilize cognitive storytelling strategies to craft stories that ignite readers' brains and captivate them through each plot element. Imagine knowing what the brain craves from every tale it encounters, what fuels the success of any great story, and what keeps readers transfixed. *Wired for Story* reveals these cognitive secrets—and it's a game-changer for anyone who has ever set pen to paper. The vast majority of writing advice focuses on "writing well" as if it were the same as telling a great story. This is exactly where many aspiring writers fail—they strive for beautiful metaphors, authentic dialogue, and interesting characters, losing sight of the one thing that every engaging story must do: ignite the brain's hardwired desire to learn what happens next. When writers tap into the evolutionary purpose of story and electrify our curiosity, it triggers a delicious dopamine rush that tells us to pay attention. Without it, even the most perfect prose won't hold anyone's interest. Backed by recent breakthroughs in neuroscience as well as examples from novels, screenplays, and short stories, *Wired for Story* offers a revolutionary look at story as the brain experiences it. Each chapter zeroes in on an aspect of the brain, its corresponding revelation about story, and the way to apply it to your storytelling right now.

You & Me at the End of the World Brianna Bourne 2021-08-05 This is no ordinary apocalypse... Hannah wakes up to silence. The entire city around her is empty, except for one other person: Leo. Stuck with only each other, they explore a world with no parents, no friends, and no school and realise that they can be themselves, instead of playing the parts everyone expects of them. Together, they search for answers amid crushing isolation. But while their empty world may appear harmless . . . it's not. Because nothing is quite as it seems, and if Hannah and Leo don't figure out what's going on, they might just be torn apart forever. Perfect for fans of John Green. A romantic apocalypse story like no other.

Pictures of You Caroline Leavitt 2011-01-01 After Isabelle accidentally kills April in a highway collision, Isabella must pick up the pieces of her own life and, with the help of April's husband and son, figure out where April was running to.

This Is the One Daniel Taylor 2011-11-11 This is the One is a fascinating insight into the mindset and winning temperament of the recently retired Sir Alex Ferguson, the most success manager in English football. When This Is The One was first published in 2007 it was hailed by Michael Crick as 'one of the all-time Manchester United classics' and featured by The Times in their quest to find the 'Best Ever 50 Sports Books'. Written over the course of two eventful and controversial seasons, it offers a unique portrait of Sir Alex Ferguson from Daniel Taylor's position behind the scenes as a football writer covering Manchester United for the Guardian. During the 2005-06 season, Taylor saw Ferguson at one of the lowest ebbs of his quarter of a century in charge, with a failing team, explosive fallouts with Roy Keane and Ruud van Nistelrooy, a disenchanted fan-base and speculation that he might be forced out of the job. The season that followed demonstrated why Ferguson deserves to be seen as the greatest manager the modern game has produced, with Manchester United deposing Chelsea as Premier League champions and eventually seeing off José Mourinho. Ferguson would later call it the 'greatest achievement' of his time at England's biggest football club. This Is The One is the close-up, warts-and-all account of what happened during those two helter-skelter seasons – the excruciating lows and the exhilarating highs. It is also a fascinating exploration of the many different facets of Ferguson himself, from his infamous 'hairdryer' treatment to the softer, more humane side of the most successful manager in the business.

Fire Up Your Writing Brain Susan Reynolds 2015-09-21 Ignite Your Writing Brain! Whether you're an experienced writer or just starting out, an endless number of pitfalls can trip up your efforts, from procrastination and writer's block to thin characters and uninspired plots. Luckily, you have access to an extraordinary writing tool that can help overcome all of these problems: your brain. *Fire Up Your Writing Brain* teaches you how to develop your brain to its fullest potential. Based on proven, easy-to-understand neuroscience, this book details ways to stimulate, nurture, and hone your brain into the ultimate writing tool. Inside, you'll learn how to:

- Identify the type of writer you are: Do you think or feel your way through writing a book? Are you a pantsner or a plotter?
- Develop writing models that accelerate your learning

curve. • Hardwire your brain for endurance and increased productivity. • Brainstorm better character concepts and plot points. • Learn to edit your manuscript on both a macro and micro level. • Recharge a lagging brain to gain an extra burst of creativity. Filled with accessible instruction, practical techniques, and thought-provoking exercises, *Fire Up Your Writing Brain* shows you how to become a more productive, creative, and successful writer--a veritable writing genius! "An excellent resource--the way that neuroscience and the art of writing are jointly explored allows for a new, unique, and practical integration of the two." --Teresa Aubele-Futch, Ph.D., Assistant Professor of Neuroscience at Saint Mary's College, Notre Dame and co-author of *Train Your Brain to Get Happy* and *Train Your Brain to Get Rich* "Full of neuroscience facts and tips, this inspiring book will change your brain--and your writing life. I learned techniques that I'll apply to my students and my own writing." --Linda Joy Myers, President of the National Association of Memoir Writers and award-winning author of *Don't Call Me Mother: A Daughter's Journey from Abandonment to Forgiveness*

Is This Tomorrow Caroline Leavitt 2013-05-07 In 1956, Ava Lark rents a house with her twelve-year-old son, Lewis, in a desirable Boston suburb. Ava is beautiful, divorced, Jewish, and a working mom. She finds her neighbors less than welcoming. Lewis yearns for his absent father, befriendng the only other fatherless kids: Jimmy and Rose. One afternoon, Jimmy goes missing. The neighborhood--in the throes of Cold War paranoia--seizes the opportunity to further ostracize Ava and her son. Years later, when Lewis and Rose reunite to untangle the final pieces of the tragic puzzle, they must decide: Should you tell the truth even if it hurts those you love, or should some secrets remain buried?

Steering the Craft Ursula K. Le Guin 2015 Award-winning novelist Ursula K. Le Guin has turned a successful workshop into a self-guided voyage of discovery for a writer working alone, a writing group or a class.