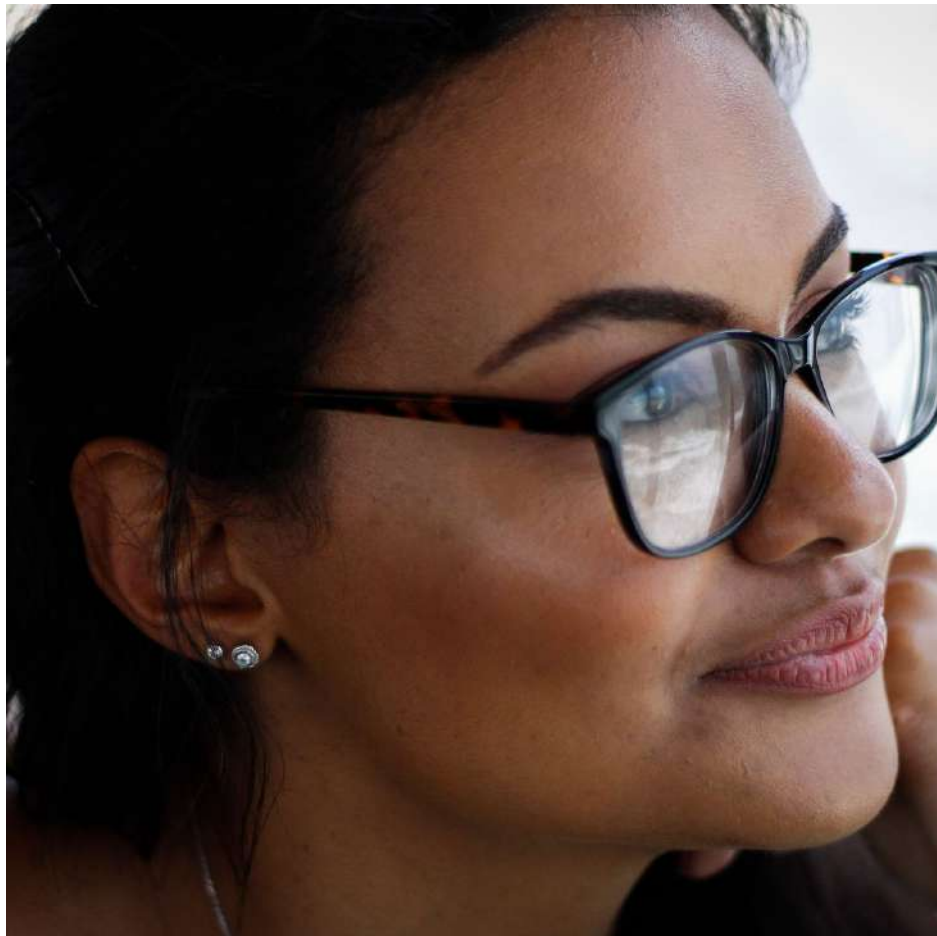




Occasional Newsletter - 09/2019



The Bad Guy Protagonist

Load up the psychopathic tendencies that /she just cannot escape.

Glibness and superficial charm, grandiose sense of self-worth, pathological lying, cunning/manipulative, lack of remorse, emotional shallowness, callousness and lack of empathy, unwillingness to accept responsibility for actions, a tendency to boredom, a parasitic lifestyle, a lack of realistic long-term

goals, impulsivity, irresponsibility, lack of behavioural control, behavioural problems in early life, juvenile delinquency, criminal versatility, a history of “revocation of conditional release” (ie broken parole), multiple marriages, and promiscuous sexual behaviour.

Habit 1

Choose three tendencies from this list. Write out five sentences about the first tendencies relating back to when the character was a younger person.

Habit 2

Most people mature as they age. Your readers will recognize maturity and wonder if that character will be the same village idiot he was as a younger person.

Select five tendencies from the list and write out at least one sentence about how age and experience has forced him to resolve and update his dastardly ways.

Habit 3

The majority of successful fiction stories have four (4) conflicts running throughout the text:

Plot character vs character conflict

Plot character vs nature conflict

Plot character vs self conflict

Plot character vs society conflict



Lee Anne Weltsch

Author of western fiction, sci-fi operas, and non-fiction business books.

The marketing blurb that goes on the back or inside of your paperback and hard copy can make you pull out your hair. As authors, we get too close to the prose to make solid, logical decisions on what readers want. Here are some tips to keep in mind when you take a stab at writing the marketing blurb.

Make it clear. Your potential reader needs to know with a quick skim read what kind of book this is, what it's about and what the story is. The story is the most important element here – if you've written an erotic romance that will give Fifty Shades a run for its money, make sure people know that. Though remember, it's the relationship at the heart of Fifty Shades that made it such a smash. You need to get that across in a very lucid way. Write in your genre. There are certain rules that apply to every genre. Find some popular books in your genre and study the description. The backs of paperbacks can be better to study than self-published books, and first novels that were big hits are the best of all. Don't be afraid to reference other books or writers. Your potential readers are looking for hooks that will tell them quickly what kind of book this is. If you've written a grown-up vampire novel you could do a lot worse than say that it's for fans of Anne Rice. The book is more important than you. There can be a temptation to boast about your own achievements or credentials. Unless you're an Olympic coach and you've written a guide to strength training, readers won't care. Most of them won't even notice or remember who wrote it. The first line is the most important. If you don't get the first line right, they won't read on (this applies to the book itself too). Your first line needs to encapsulate the whole book. It needs to draw people in, hit them where it feels good and make the hairs on the back of their neck stand up. Not easy – but worth spending time on. It should be as long as it needs to be. There is no hard-and-fast rule about length. Maybe you can summarize your masterwork in a few sentences. Maybe you need to write four paragraphs to really draw people in and get them involved. Size doesn't matter. That's what my girlfriend tells me anyway. Don't be boring. The moment your potential reader feels bored, they're gone, clicking on to the next book on the also-bought bar. Every line has to be compelling and move the story on. Just like your book, in fact. Make them laugh, cry, cower. It's all about emotions. How is your book going to make people feel? Is it heartbreaking or hilarious? Chilling or hotter than Angelina Jolie sunbathing in Death Valley? Again, look at the words most used in your genre. They are clichés for a reason. They work. Use testimonials. If you have some quotes from well-known writers or experts, use them. These are generally best in a block rather than scattered through the text. If you've got a quote from your Auntie Maureen, you might as well use that too. Just don't reference her as your auntie. Make your characters live. As well as the story, it's vital to get a good sense of your characters across – and, most importantly, their big problem. What terrible dilemma do they have to resolve? What personal demon do they need to conquer? You need characters and problems people will identify with – but they have to be big problems. Having a broken dishwasher just isn't exciting enough. Make the reader desperate to know what happens.

You have to end your description with a cliffhanger. You need to lead the reader to the point where they are so curious that, were they a cat, it would kill them. Make sure you don't give too much away. Be intriguing.



Manuscript Work-in-Progress

It took me close to a week to write out the one sentence summary of the story. My 35,000 feet view kept me from developing my story hook and I bristled at the attempt.

Once I had that sentence, I wrote out two sentences for each proposal sentence. I wrote out the story setup or what was the incident that started the story rolling. I identified the whopper story disasters and where happen in the story. Then I wrote out how the story comes to an end and the conflict is resolved.

What book are you reading?

The Killing Floor by Lee Child

Any words of wisdom?

“Always deliver more than expected.” – Larry Page, co-founder Google

What's has been the most difficult with your writing?



[MC:SUBJECT]

I've been learning more and more about writing science fiction. The top lesson learned is that the reader must be convinced what you write could happen. I couldn't get my brain to accept that humans will be born in space, on other stations and planets some day. I may have to put this one down while I work on a story baed on Earth.

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