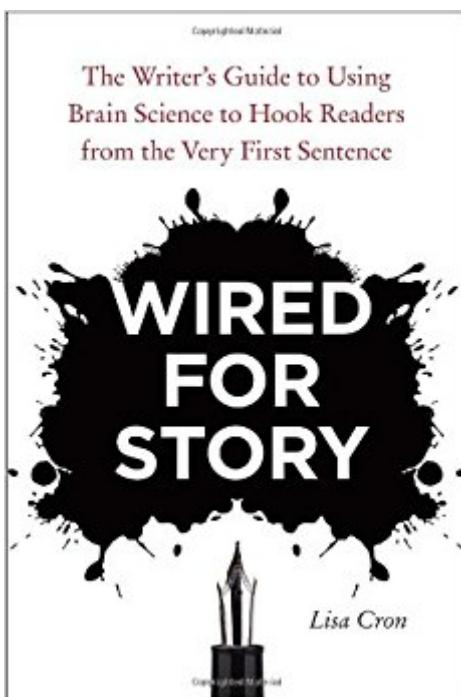


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# Wired For Story: The Writer's Guide To Using Brain Science To Hook Readers From The Very First Sentence



## **Synopsis**

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.

## **Book Information**

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## **Customer Reviews**

As both a publishing veteran and a TV pro, Lisa Cron knows storytelling. In *Wired for Story* she shares her fascinating psychological approaches to the craft. Her fresh way of looking at the core essentials of writing has our neurons firing. - Writer's Digest. . . how can you craft a story compelling enough to keep readers turning the pages deep into the night? The answer lies in a new

book linking writing to neuroscience, Lisa Cron's *Wired for Story: The Writer's Guide to Using Brain Science*. - Arnie Cooper - Poets & Writers Lisa Cron's *Wired for Story: The Writer's Guide to Using Brain Science* to Hook Readers from the Very First Sentence is relentlessly interesting because it reveals how our brains perceive and process stories and narratives. Ms. Cron walks the writer through the mental architecture of a story, patiently revealing what works and what doesn't and why. She writes with clarity and humor about elementary things every writer could profit from revisiting under her auspices. Who would have thought anyone could make the intricacies of brain science accessible? - Pittsburgh Post-Gazette "We all love a good story but most of us struggle to write them. Lisa Cron enlightens us as to how to get the job done in a savvy and engaging way." Michael Gazzaniga, neuroscientist and director of the SAGE Center for the Study of Mind, University of California, Santa Barbara "Story guru Lisa Cron unlocked my last novel for me over lunch, but if you can't have her by your side when you're wrestling your manuscript, the next best thing is this smart, funny, genius book about the myths, realities, and brass tacks of story. Packed with innovative tips and techniques, it's as essential to any writer as a laptop, and much more fun." Caroline Leavitt, author of New York Times best seller *Pictures of You* "Wired for Story reveals that stories are not only a metaphor for human striving and survival, but they are also the means by which the brain ensures that we survive. Lisa Cron translates the latest neuroscience into a master guidebook for how to write engaging, meaningful, and moving stories." Elizabeth Lyon, author of *Manuscript Makeover* "As a story consultant for business executives as well as artists, I am always searching for ways to convey the skill set involved in constructing a story. *Wired for Story* presents basic principles for harnessing the natural power of the brain to recognize and create stories in a way that is inspiring and entirely helpful." Murray Nossel, PhD, founder of Narativ Inc. "Remember when Luke has to drop the bomb into the small vent on the Death Star? The story writer faces a similar challenge of penetrating the brain of the reader. This book gives the blueprints." David Eagleman, neuroscientist at Baylor College of Medicine and author of *Incognito: The Secret Lives of the Brain*

LISA CRON is the author of *Wired for Story* and *Story Genius*. Her TEDx talk, *Wired for Story* opened Furman University's 2014 TEDx Conference, *Stories: The Common Thread of Our Humanity*. Lisa has worked in publishing at W.W. Norton, as an agent at the Angela Rinaldi Literary Agency, as a producer on shows for Showtime and Court TV, and as a story analyst for Warner Brothers and the William Morris Agency. Since 2006 she has been an instructor in the UCLA Extension Writers' Program, and she is on the faculty of the School of Visual Arts MFA

Program in Visual Narrative in New York City. She is a frequent presenter at writers conferences, universities and schools nationwide, and in her work as a story coach Lisa helps novelists, screenwriters and journalists wrangle the story they want to tell onto the page.

How will it all turn out? Will we make the necessary change before it's too late? This, according to Cron, is the Story Question. And this is what the brain is wired to discover. So, says Cron, our brains are "wired for story." This amazing book has given me a model not only for my writing, but for my work. I work with men who struggle to tell their own story authentically. And no -- Lisa Cron did not set out to help me in my business. Instead, she set out to do something much more powerful. Which is to help all of us tell -- and live -- better stories. In this short book, you will learn why everything in your story must be channelled through your protagonist's inner issue. You will then learn how to develop the theme -- how this particular story tells us something essential about what it means to be human. And then, of course, the plot -- those outer experiences which, when brought against the protagonist's inner issue keep us listening to find out how it will all turn out in the end.

Regardless of whether you've finished, or published, a book - if you care at all about crafting a story that appeals to readers...you should read this book. It comes at the craft from a completely different standpoint, not satisfied to just list and explain story arc, etc, but the psychology behind it. And when we understand - we can grasp, and do.

If you are a beginner looking for a good how-to book on writing a novel, this is it. Lisa Cron offers chapters on character development, including developing character conflict, the character's inner issue, and encourages new novelists to dig deeper into their characters' inner lives, motivations, and internal contradictions. She also gives solid points on developing plots that are plausible and that spring from the characters and their motivations and inner conflicts. I am not sure, though, that she needed to hang any of this on the new discoveries coming out of neuroscience. It was a not too convincing gimmick. Cron knows her stuff as far as technique for the novelist goes and nobody will go wrong buying this book, reading it, and putting its advice to good use, which is why I gave it four stars. I just think the neuroscience angle was not necessary and didn't really add extra value to what is really timeless advice that stands on its own. That said, it's still a good book I would recommend for her insights into writing fiction.

Haven't even finished reading--and re-reading, and taking notes....yet, but want to highly

recommend this book to all writers. And anyone who wants to tell a story. There's a lot of substance here, laid out in a logical, and easy to understand style.

This book was a paradigm shift. Sure, the author covers some basics of how to write a story that you can find listed in other ways in other places, but the WAY she tied everything together here was nothing short of a game change for me. I can't stress enough how basic I think this philosophy of how people read stories and how best to tell them can help a writer hone their craft. I am buying many copies of this to share around!

I'm just starting into fiction writing, as a hobby for now. I've written all kinds of non-fiction including technical writing, but to tap into a reader's interest and to improve my own writing approach, I bought this book and am reading it as I start to develop my fiction-writing skills. The premise— that the human brain actually expects and needs a certain structure for stories to make the most sense—is very possibly true on a neurological level just as a human, from an age of just a few days, has a demonstrated built-in ability to identify and lock onto a human face vs. everything else in the environment. This book doesn't go into any significant defense of the neurological evidence, but that's not the point. The author asserts from her own experience that the structure and the specific elements of a story that she expands upon do attract and hook a reader's mind. As I'm learning to write stories, I figure I have nothing to lose by trying this approach to see how readers react to it. There's no need to read it cover-to-cover or in any certain sequence, either. I use it more like a reference book in that I read a chapter or part of a chapter at a time when a particular question comes to mind during my writing process. The author's writing style and examples are clear and a lot of fun to read. Highly recommended.

This author presents the research findings that show how we humans handle stories internally. It is intended for writers to tell them how to be more effective storytellers.

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