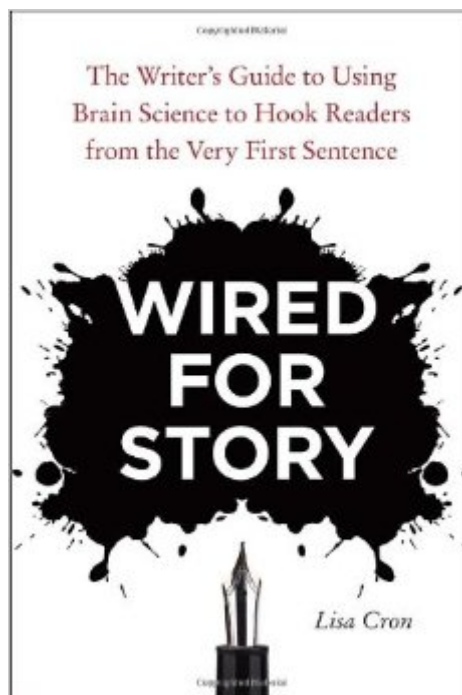


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Wired For Story: The Writer's Guide To Using Brain Science To Hook Readers From The Very First Sentence



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

I found a few memorable nuggets here and there. But mostly it was common sense laced with some tidbits from science to make it seem more substantial. One reviewer here warned everyone to brace themselves for the amazing ending. What a letdown. I liked the some of the myths she addresses. These were highlight for me. For example all books need suspense and page-turning appeal, even

literary novels. I believe it. Another: learning how to tell stories is more important than writing finely-crafted prose. Quite plausible. I also like where she explains the truth meaning of the old adage: show don't tell. You need to explain why people are feeling that way and not just show their reaction. I also think her advice on stringing together cause and effect with setups and payoffs is very important, but for me it was just a reminder and doesn't require an understanding of brain chemistry. She has some good quotes but a lot of her scientific references left me scratching my head. Sometimes she forces quotes into places that are out of context and not in support of her point. I was hoping to get some insights from science so I could learn to hook the reader psychologically. But it's more like she is using science to prop up common-sense material you would find in any basic class or book on writing. Possibly, she is sprinkling quotes from smart people in order to make herself sound smarter. I appreciated specifics from works like "Gone with the Wind" and even "Die Hard." Most of the time, however, she makes up scenes with Sue and Peter in some ad hoc scene. Usually I got her point, but it seems kind of lazy to make up silly stories when she could be drawing examples from actual books.

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