



## The Irresistible Novel: How to Craft an Extraordinary Story That Engages Readers from Start to Finish

By Jeff Gerke

F&W Publications Inc. Paperback. Book Condition: new. BRAND NEW, The Irresistible Novel: How to Craft an Extraordinary Story That Engages Readers from Start to Finish, Jeff Gerke, Discover Your Voice and Enthral Readers! The craft of writing is filled with various debates: Should I include a prologue? Should I delete all adverbs from my manuscript? Just how much backstory--if any--can I include in my story? These questions--and their often-contradictory answers--can cause confusion, frustration, and even paralysis in the writer. The Irresistible Novel frees you from the limits of so-called "rules" and instead provides you with a singular goal: You must engage your readers from beginning to end. Filled with down-to-earth discussions on the various debates of writing, as well as innovative research on neuroscience and reader response, this book shows you how to: \* Navigate the various debates on writing fiction--showing versus telling, purple prose, outlining, writing description, and more--to decide what kind of novelist you want to be. \* Hack your reader's brain to hook her interest and trigger emotional engagement from the very first page. \* Incorporate enduring elements of storytelling from masters like Joseph Campbell, Aristotle, and Carl Jung. Readers want to be swept away by your...



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