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Are you concentrating

on “writing well”

instead of creating a

story? Thus while your

sentences may indeed be

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beautiful, there's no real sense of urgency, no drive, no story logic. And so you may be thinking of giving up, or at least taking a nice long nap and starting again when you're rested, or when the time is right, or when Mercury is out of retrograde – which basically translates ...

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**LISA CRON** Lisa

LISA CRON has worked as a literary agent, a TV producer, and a story consultant for Warner Brothers, the William Morris Agency, and many others. She is a frequent speaker at writers' conferences, and a story coach for writers, educators, and journalists.

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Story ideas, when  
viewed in a general  
way, are not unique.  
Nor are they very  
exciting. But, as Lisa

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Cron says in her book, story comes alive in the specifics. Throughout *Wired for Story*, Lisa takes a look at storytelling from the inside out, using research in neuroscience to focus on what makes a story work and to explain why a story

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Writer's Guide to**

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Lisa Cron 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 CourtTV, and as...

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“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

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how to write engaging,  
meaningful, and moving  
stories.” —Elizabeth  
Lyon, author of  
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LISA CRON is the  
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Her TEDx talk, *Wired  
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Furman University's  
2014 TEDx Conference,  
Stories: The Common  
Thread of Our  
Humanity. Lisa has  
worked in publishing at  
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Today's guest Lisa Cron might be able to help. Lisa is story coach and the best-selling author of *Wired for Story: The Writer's Guide to Using Brain Science to Hook Readers from the Very*

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LISA CRON has worked as a literary agent, a TV producer, and a story consultant for Warner Brothers, the William Morris Agency, and many others. She is a frequent speaker at writers' conferences, and a story coach for writers, educators, and journalists.

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