

Write And Self Publish Your Book

The Inbox Magazine For Up & Coming Authors In The New Publishing World - Self Publishing Is Now In - Check Us Out!

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I am happy to introduce another of our experts who will be guiding you to success in Writing and Self Publishing Your Books--**Lisa Tener**.

Lisa's bio

How to Employ the Secrets of Compelling Writing

Part I: Show Us; Don't Tell Us

Sometimes I'm tempted to tell a novice writer that I'm not sure I can help them. Thankfully, I've usually held back from this glib statement. Lucky for me, because several of the people I've almost turned away learned a few of these secrets to compelling writing and...guess what? Their writing became good—very good.

A psychotherapist client went from a dry, hard to access, academic style of writing to clear prose with powerful examples that made her groundbreaking psychology book come to life. She recently signed with a major publisher and each draft of a new chapter she sends me is better than the last.

Another client got C's in college English. I wouldn't have been surprised to learn this fact after seeing his first chapter 1. I almost didn't work with him. Was I glad I shared Secret Number 1 with Adam. His memory for detail, raw honesty and beautiful spirit made his story one of the best written memoirs I've helped a writer bring to life.

Of course, secret number 1 is not a secret in itself. All you have to do is open Strunk and White's *The Elements of Style* or just about

any book on good writing and it's spelled out before you: Show the reader. Don't tell the reader.

There is a secret, though, and that's in execution. How do you show the reader? How do you know when you're telling rather than showing?

If the reader has to fill in too many details, you're telling. If you're not providing input into one or more of the six (yes, six) senses, you're telling. If you're spoon feeding the reader a conclusion (oldest children are often bossy) rather than allowing the reader to draw that conclusion by illustrating with an example (me telling my sister she wasn't allowed to be Mister Nobody in our pretend family), you're telling, as well.

How do you move from telling to showing? Whether you're writing a how-to book with anecdotes, a memoir, or fiction, you can use this checklist below to get started. See below the checklist for specific examples of each:

1. What can I show the reader to create a complete experience?
2. How can I employ two or more senses in my description?
3. What is one unusual detail I remember about this experience, something that is not ordinary or clichéd?
4. How can I get more specific?
5. What's an example from my own work or life, or the lives of my clients/customers/patients/friends/family that illustrates the point I want to make?
6. How can I help the reader draw the conclusion?

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7. Where can I enhance the experience with dialogue?

Ready to dive into the details?

1. If you're asking yourself, "What can I show the reader to create a complete experience?" your revision might delete the section telling the reader that you had lots of rules for how to pick a new hire, replacing it with sharing your rules and what you looked for. Don't gloss over the details—give them to us.

2. If you're looking to employ your senses, you can ask yourself, "What did I (or the person you're writing about) see? Hear? Smell? Taste? How might that have felt in my/his/her body? "

3. How to hit upon an unusual detail? Bring yourself back to picturing the situation (or if you're writing fiction, put yourself in the scene). Notice everything around you. What sticks out as different? A funny phrase the person says ("I'm tickled.")? The way the person drapes their scarf? An awkward and unbalanced gait?

4. Here's an example of "How Can I Get More Specific?" Adam described his car as a mess—papers and empty beer bottles strewn about the car. First I asked, "Where were these items?" It turned out that the papers were in the front seat and the beer bottles were in the back seat, on the floor and in the trunk. As we got even more specific, we uncovered that the papers were fertility treatment instructions and lace patterns. The beer bottles were Heinekens in the back of the car and Bud Lights in the trunk. At the start of the writing, the car was a clichéd mess. After polishing the paragraph, the reader could picture the author's hummer in all its disheveled detail. When you do this exercise on your own, give a specific detail and then see how you can get even more specific. Try this until you run out of specificity.

5. Here's an example of illustrating with examples: In the checklist above, I just told you to get more specific. It probably didn't mean much to you until you read my example of Adam's car. If you have trouble coming up with specific examples to illustrate your point, look for them throughout your day. Have a notebook that lists what points you hope to illustrate. In addition, whenever someone says or does something interesting, put it in your ideas folder for use in your book. When you're on the lookout, great stories will present themselves.

6. To help the reader draw a conclusion, show a facial expression or posture rather than saying someone looked (or was) angry. Show how mean someone was with an example rather than coming out and saying it point blank.

7. Dialogue provides a sense of people's personalities. Many nonfiction writers assume they can't write dialogue if they don't remember it exactly as it occurred. Actually, readers understand that any dialogue you write is from your best recollection, and you may remember it differently from others. You can also add a disclaimer to the beginning of your book stating that the dialogue is a reconstruction to the best of your ability. This gives you the freedom to add dialogue without having to recall what is beyond most human capability.

In installment two you'll find out how to keep from boring your reader by... oops, I can't tell you yet, or it wouldn't be a secret...



Check out this product of Lisa's. It is one of her most popular books.

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Lisa's bio ...



Lisa Tener is a book writing coach and published author who serves on the faculty of the Harvard Medical School continuing education course on writing and publishing books. She specializes in how-to, self-help and memoirs. Her clients include doctors, entrepreneurs, coaches, therapists, holistic healers, consultants, speakers and visionaries.

Lisa has been interviewed on ABC World News and quoted in Glamour, USA Weekend and more. Her clients appeared on The Oprah Winfrey Show, The CBS Early Show, Good Morning America, CNN, Fox News and many others.

Lisa assists you in all aspects of the process-- from developing a successful book proposal, writing the book and getting published to finding your creative voice and picking projects. Her book writing courses have helped many aspiring authors complete a top-notch book in just 8-12 weeks. Read more at www.LisaTener.com

Our Experts Have Been Featured in:



The ability to concentrate and to use your time well is everything if you want to succeed in business—or almost anywhere else for that matter.
Lee Iacocca

Earnie Says...

Pay attention to what Lisa has to say. Drill this info into your mind.

Remember this... "There is a secret, though, and that's in execution. How do you show the reader? How do you know when you're telling rather than showing?"

Lisa Says... "To help the reader draw a conclusion, show a facial expression or posture rather than saying someone looked (or was) angry. Show how mean someone was with an example rather than coming out and saying it point blank.

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Preview of next issue... I am happy to introduce another of our experts who will be guiding you to success in "Writing and Self Publishing Your Books", **John Kremer**.

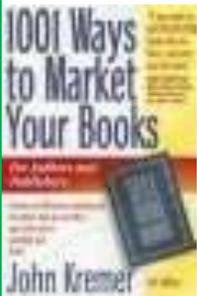
John Kremer



John Kremer is an expert on book publishing and marketing. The owner of Open Horizons in Taos, New Mexico, he is the editor of the Book Marketing Update newsletter.

John is the author of a number of books on publishing and marketing, including 1001 Ways to Market Your Books: For Authors and Publishers and Celebrate Today. He has also designed the Do-It-Yourself Book Publicity Kit and Book Publishing Reports on CD-Rom.

His web sites include bookmarket.com, askjohnkremer.com, askthepublicist.com, askthebookeditor.com, tenmillioneyeballs.com, promotingyourbooks.com, johnkremer.com, johnkremer.org, johnkremer.net, selfpublishinghalloffame.com, and hottimescoolplaces.com.



John is going to take us into the world of marketing your books with:

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Chapter 1 Part 1 of 3

Some Basic Fundamentals of Marketing

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