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anyone who has ever  
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and is driven by  
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vast majority of writing advice focuses on “writing well” as if it were the same as telling a great story.

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tags: memoirs ,  
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Are you concentrating  
on “writing well”  
instead of creating a  
story? Thus while your  
sentences may indeed  
be beautiful, there's no

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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 ...

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Backed by recent  
breakthroughs in  
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examples from novels,  
screenplays, and short

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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.

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writer for WIRED who focuses on reviewing outdoor gear.

Previously, he spent a decade as a freelance writer covering automobiles, motorcycles, and lifestyle stories for ...

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Lisa Cron is the author of *Wired for Story, The Writer's Guide to Using*



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Brain Science to Hook Readers from the Very First Sentence. She has also worked as a story consultant, a publishing professional, a writing coach and literary agent. Lisa has always been drawn to the power of story.

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Lisa Cron is a story coach and the author

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