

1. Narrative Momentum

- a. I'm saving the best till last (Please remind me.)
- b. free associate: "once upon a time..."
- c. re-incorporate: whatever you free associate becomes material that you can throw back in, so that it appears to have been planned all along. In other words, you create structure retrospectively, while you go along.

* a. This is a tease, or a cliff-hanger. By telling people that something interesting is coming up, you 'hook' them, and they (usually, if done well) stay with you to get that resolution. Never leave the reader without some kind of hook until the end.

Really Big Central Page

2. Verbal Fireworks

As well as the sheer drive of narrative, readers enjoy something that is simply beautiful / startling / delightful. It doesn't need to "go anywhere".

Commonplace book: I keep a list of quotes or speech that are handy to make key ideas stand out in my writing. I have a book or just a page of these scribbled down whenever I see one I like. And as always I take one of these and rebuild it to suit whatever I happen to be writing about.

The Art of Writing

Front Page



JOHN - PAUL ELANTOEE

Back Page

have a website

flint.org



Serves four / nine / etc
(you decide)



Opening Double Page

(you get the idea)

Ingredients:

People	2kg
Locations	500g
Actions	2 cups
Insights	3 tsp
Emotions	1 cup
Sensory data	50g
Technical data	75g
Soft and pepper	
to taste	

Method:

On paper by email in prose format	2 hrs
haiku	5 mins
Paragraphs of one sentence	10 mins
Metaphor analogy audio	2-5 mins
	15 secs
	12 mins
	60 hours (!)
	12.5 mins
	30 mins

