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while your sentences may indeed be

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 ...LISA CRON

LISA CRON has worked as a literary agent, a TV

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and a story coach for writers, educators,

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master the unparalleled power of story so

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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 First Sentence and Story Genius: How to Use Brain Science to Go Beyond Outlining and Write a Riveting Novel (Before You Waste Three Years Writing 327 Pages That Go Nowhere)*.

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