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"Wired for Story" - Write It ... Lisa Cron is the author of Wired for Story, The Writer's Guide to Using 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. Wired For Story. Using Brain Science To Hook Readers With ... Our brains, Lisa Cron tells us, are designed by evolution to reward us for paying attention to a certain kind of story. The tale that rewards us is one that promises a lesson—and then delivers. The protagonist must confront a choice that matters to his or her life. Amazon.com: Wired for Story: The Writer's Guide to Using ... "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 how to write engaging, meaningful, and moving stories." —Elizabeth Lyon, author of Manuscript Makeover
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In *Wired for Story*, editor, literary agent, and story consultant Lisa Cron teaches us to use brain science to hook our readers from the very first line.

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Lisa Cron, in *Wired for Story: a Writer's Guide to Using Brain Science to Hook Readers from the Very First Sentence*, presents as a professional editor, an industry insider, and I have little doubt that if I utilize the lessons from her case studies, and avoid the pitfalls, I too can realize that lifetime goal.

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— Lisa Cron, *Wired for Story: The Writer's Guide to Using Brain Science to Hook Readers from the Very First Sentence*

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