

“Meet the Author”

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February 11, 2019



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- Introduction: Audience and Author (5 minutes)
- Open Dialog and Discussion (1 hour)
 - Earliest Considerations to Start Writing
 - Looking at Things from the Reader’s Perspective
 - Topics of the Day with Real Examples:
 - First Rule of Writing
 - To Outline or Not
 - Your Audience & Story
 - The Face of Your Creation: The Cover
 - The Back Cover Grabber: The Blurb
 - The Almighty “HOOK & REEL”
- What Topics Do You Want to Discuss? (5 to 10 minutes)
- Reading from Author’s Books as Concrete Examples
- Workshop (as needed)
- [Next Meeting: Mon, April 8th, Quitman Library, 6 pm](#)
- [Book Signing: Tues, April 9th, Quitman Library, 11 am - 4 pm](#)

First Rule of Writing

There are NO Rules!
Your book is YOUR creation!

There are time-tested Guidelines and Best Practices!
While some readers find unique flares refreshing,
others may find them distracting!

Example 1: I use location and/or date and time for scene breaks
instead of the same mundane symbols.

Example 2: I use unusual fonts: Segoe Script and Segoe Print for
titles and headers to present a unique appearance
for my New World.

Trust the reactions of your Beta Readers and Fans
but understand the risks when straying from the norm!

Should You Create an Outline Before Writing?

It's entirely up to you!

Do you normally lay things out before starting projects?
Or, do you usually jump right in and change things on the fly?
Example 1: I use a little of both with a one-page outline at first but
enhancing the path of the journey as the story unfolds.

Example 2: In all three books, I had no idea how the latter 1/3 and
the ending of the book would develop until 1/2 the way through.

Example 3: In Books 1 & 3, I didn't write the first chapter until
almost the halfway point of the tale.

Trust your story and characters to guide you along the way!

Your AUDIENCE

Who are you targeting as readers?

Children?

Pre-Teens?

Teenagers?

Young Adults?

Baby Boomers?

Everybody and Anybody?

It is important to understand the specific age group or range of groups to whom you intend to communicate. You certainly don't want sexual content, violence, or swearing in a book for children, nor do you want to talk down to more mature readers.

Your STORY

Is your story unique & compelling?

One of the most common lines I hear from people is that they want to write the story of the hard times they and their family suffered through life!

Truthfully, most people suffer hard times.

Progressing from birth through death is a significant struggle most humans face!

To SELL a story, it must STAND OUT among the millions of other similar stories being offered.

Therefore, YOUR STORY must be DIFFERENT and VERY INTRIGUING to face any chance of attracting lots of readers who have oodles of exciting choices!

Your COVER

The Face of Your Creation!

First impressions matter!

Your Cover must look Professional and Stand Out!

Do NOT cheat and get cheap!

This is the very first thing your potential readers see.

It must turn the heads of onlookers being lured by thousands of creative, eye-popping covers from your tenacious competitors! At a glance, the cover should reflect the genre(s) of your book and the story within.

Example: See the covers of my 3 books on the front page of this pitch.

What do you see when looking at the covers?

Your BLURB

The Back Cover Grabber!

In 100 to 150 words on your back cover, the “blurb” should summarize what the reader should expect from your story when they take the next step and venture further.

Your blurb must tantalize potential readers to the point they can't resist turning the pages and reading your book!

Your COVER is your first HOOK!

The Almighty “HOOK & REEL!”

Hooks, Hooks Everywhere!

Firmly grab your readers and DON'T let go!
Your story should continually tease and intrigue your readers to reel them in and keep them “turning the pages!”
The deeper they plunge into your story, the more difficult to let go!
NEVER provide an escape hatch for your readers to stop reading!
If you bore them, it's too easy to set your book down and move to another enticing story from your competitor.

The hook should not stop with your cover.
Include strategic hooks throughout your story:
Throughout your FIRST CHAPTER, particularly the first sentence, paragraph, and scenes.
Provide intrigue in the closing of every scene and every chapter to keep your readers “turning the pages!”
NEVER let go!!!

Regarding the all-important FIRST CHAPTER, hook and reel in your “potential” readers within the first sentence, chapter, and scene!!!

If you don't grab and hold your potential reader within the first few sentences, you may lose them altogether!
People's lives are hectic and filled with unlimited choices. Avid readers typically make quick decisions and move on!
Do NOT give readers a reason to set your book aside!

Don't Forget!
Come see me at my Book Signing!
Quitman Library
Tuesday, April 9th, at 11 am - 4 pm

Possible Topics for Future Discussions

What topics do you want to hear???

Point of View (POV)

“Showing” Versus “Telling”

Sprinkles of Introspection

**Replacing Attributes (he said, she said)
with Actions**

Shock & Awe

Avoiding & Overcoming Writer’s Block

Formatting & Publishing

**Marketing & Selling
Book Signings, Reviews, Promotions, and Advertising**