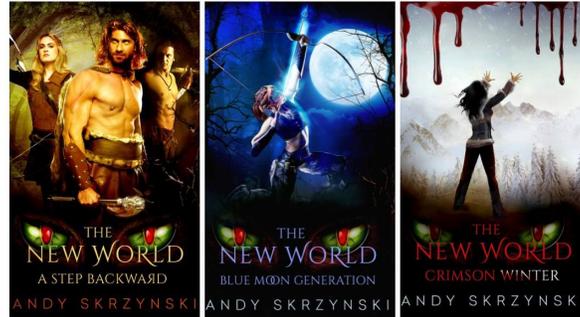


# “Meet the Author”

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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**