

Rainbow Writing — BAITING THE “HOOK” —

...Getting Readers to Want More

Each part of your book – every paragraph, every sentence, every word – has a specific purpose: *to hook the reader*, whether a critique group member, literary agent, editor or bookstore browser.

Hook them into investing their time, money and energy into reading your first book—and all the rest.

<i>The purpose of this...</i>	<i>...is to accomplish this.</i>
The first paragraph you ever write...	...is the first scary step that starts you on your odyssey through fears and self-sabotage between you and your dreams. You really do want to be a writer. You <i>are</i> a writer. Believe it.
Your first completed scene...	...shows you’ve learned enough to write an organized “scene” and not just pages, a skill that enables you to write your entire book in an interesting fashion that will pull your reader along.
Each subsequent scene...	...must hook your reader anew so they never find a convenient stopping place, but find themselves repeating “Just to the end of this chapter” without actually putting down the book.
Your first chapter...	...is the means to “the end.” While writing the entire book, you learn lots of new information that you can use to rewrite chapter one—or maybe even toss it out because it no longer works. Don’t work at perfecting chapter one at the expense of writing your book (that’s self-sabotage).
Reaching “The End”...	...is cause for great celebration. Getting here for the first time proves you can write an entire book. Hurray! For subsequent books, it proves you can do it over and over again. After you’ve been through the entire revision process, you’ll learn that “The End” is really only the beginning!
Your first draft...	...gives you something to revise upon.
Subsequent drafts...	...give you something <i>better each time</i> to revise upon. Do it until it works.
*Your final draft...	...is good enough to romance an editor. It also shows that you’ve learned that there comes a time when enough revision is enough. (Perfecting the entire book forever is self-sabotage, as well.)
*The blurb paragraph...	...in a query letter is the bait to hook an editor and/or agent, just as on a book’s back cover it serves as bait for the bookstore browser.
*The first few pages...	...sell the rest of <i>this</i> book to readers—agents, editors, potential purchasers. Great beginnings!
*The last few pages...	...sell your <i>next</i> book. Make the ending satisfying!
*The query letter...	...entices the editor to request your manuscript or proposal (first three chapters and synopsis). <i>Remember – editors might read only one paragraph, so this must be your best work.</i>
*The synopsis...	...hooks the editor into picking up the first three chapters. The first paragraphs must be great.
*Your first three chapters...	...must be compelling enough to make an editor want and ask for the entire manuscript. Know what you’re doing. <i>Again, remember that editors often read only a few paragraphs before sending a rejection letter, so this must be your best work.</i>
*The completed novel...	...lets you accomplish your dream of entertaining readers, engaging emotions, enlightening minds, eliciting enthusiastic word-of-mouth endorsement. The cover pulls them in, the back blurb “sounds intriguing” to them, the first few paragraphs entice them to toss your book into their cart. You’ve made another sale! And soon your fans will be anxiously awaiting your <i>next</i> book.

Keep in mind that the bookstore browser pays for your book before they have read it, but the editor only pays *after* they're read it and liked it. *Learn how to entice the editor.

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