

# Write Right Now! With PeggySue Wells \* PeggySueWells.com

---

## Story Essentials



A writer's one job is to elicit an emotional response from your reader.

What is your idea?

Who is your audience?

What is your take-home value?

## What is the best style of writing to convey your message?

Magazine article	Song lyrics	Screenplays	Review
Children's	Video games	Curriculum	Back cover copy
Business	Web content	Poetry	Commercial
Travel writing	Apps	Greeting cards	Marketing
Scripts	Books	As told to ...	Advertising
Non-fiction	Technical	Profile	Blogging
Devotional	Grant		

## Write!

Three essentials for a compelling, page-turning story:

- A character the reader cares about
- A great need the character the reader cares about **MUST** get  
Freedom \* Life \* Love \* Security
- A very great obstacle and worthy opponent between character and need

Write fast. Keep writing. Write rough. Get the ideas, scenes, events out of your head and onto the manuscript. Make room in your mind for fresh ideas and insights to add into your manuscript. Write action with verbs and nouns.

Ignore grammar. Ignore research. Ignore details.

## Recipe for Memorable Reading

Pivotal Plots \* Memorable Characters \* Sensational Settings \* Dynamic Dialog  
\* Point of View \* Inciting Incident \* Conflict \* Suspense

**Plot:** The main events of a story, presented as an interrelated sequence. Not necessarily in chronological order. **Conflict.** 9 basic plots.

**Memorable Character:** A character the reader cares about.

**Sensational Setting:** Time, Place, Surroundings, Mood, Cultural nuances, Historical period, Backdrop for a story.

**Dynamic Dialog:** Economically moves the story forward, reveals crucial plot points, shows something vital about a character. Less is more!