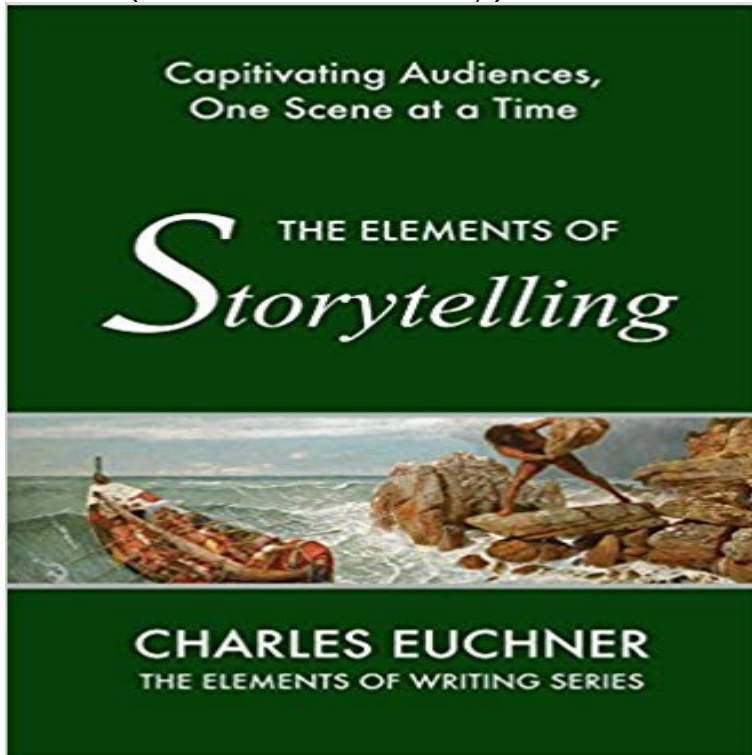


## The Elements of Storytelling: Captivating Audiences, One Scene at a Time (Elements Mastery)



Grab and hold your reader from start to finish. You're working on a story that matters. You need the advice of the best storytellers from ancient times to the present. You have come to the right place. Whether you're working on that novel for NaNoWriMo, a family memoir, the history of a business, or a new take on a key moment in history, you need the tricks of the trade that Homer followed and Aristotle outlined thousands of years ago. You would benefit from Shakespeare's maneuvers, Mark Twain and Ernest Hemingway's twists, not to mention the deft touches of modern masters like Elizabeth Gilbert and Emma Donoghue. It's all here. *The Elements of Storytelling* works because it doesn't repeat old bromides like "show, don't tell" and "show characters' inner lives." This guide reverse-engineers the best storytellers to show you, step by step, how to create compelling characters as they confront brick walls, get stuck in compromising positions, and battle inner and outer demons. In this pathbreaking book, Charles Euchner taps the greatest minds of psychology, economics, anthropology, and sociology to understand how the world works all through the popular frame of TV's best drama. Charles Euchner, the author of the renowned *Nobody Turn Me Around* who has taught in Yale's premier writing program, has not just broken down the best of the best to identify their tricks. He has also dug into the brave new world of brain research to figure out how you can manage your writing process and give your reader a compelling experience. *The Elements of Storytelling* offers the first third of *The Elements of Writing*, the only comprehensive system for mastering writing in all genres. If you want the complete writing toolkit, get *The Elements of Writing*. If you want to focus on stories, get this short but rich guide. In less than 200 pages, Euchner shows you:

How to create a compelling cast of characters, using the Character Dossier and the Wheel of Character Types. How to build scenes that reveal the world of the story but also don't detract from the characters or action. How to create action that arouses the reader and also reveals worlds about the character and place. How to pace scenes beat by beat, so everything matters and everything feels whole. How to find the details that reveal essential, telling clues, so your readers can experience your story, moment by moment, as it unfolds. How to tap into the senses to make your story physical and sensual and unforgettable. And so much more. Charles Euchner is a case writer at the Yale School of Management and author of books on writing, the sports industry, civil rights, and politics. He has taught his unique system to audiences across the U.S. He works with the full range of writers--from high school students and teachers to first-time and bestselling authors. Euchner is the author of a whole library for writers. For more information, search Amazon or visit [theelementsofwriting.com](http://theelementsofwriting.com).

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