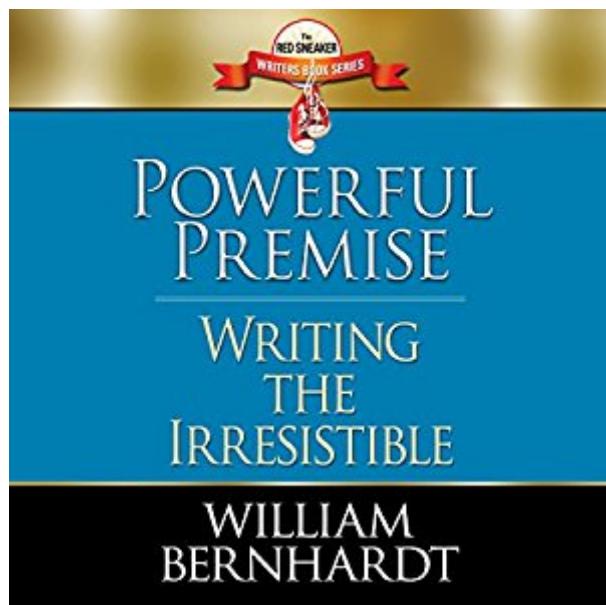


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# Powerful Premise: Writing The Irresistible (Red Sneaker Writers Book Series, Volume 6)



## **Synopsis**

Why do some books attract readers while others don't? What are the essential qualities of an irresistible read, a story people can't wait to start? And what's the secret to attracting a literary agent or publishing deal? The answer to all three questions is: Premise. A powerful premise is what separates ordinary novels from best sellers. William Bernhardt explains the essential elements of breakout books, stories that reel in readers and attract serious attention. He discusses all the essential elements: originality, high stakes, believability, inescapable conflict, emotional appeal, and others. Plus, in the final chapter, Bernhardt explains how to turn your powerful premise into a winning pitch to attract agents and editors.

## **Book Information**

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## **Customer Reviews**

William Bernhardt is one of the best writing teachers out there. Can't take a class or workshop with him? Then get his Red Sneakers Series on writing. He jettisons the unnecessary and give you the crucial info you need to supercharge your writing. All of the Red Sneakers books are packed with helpful nuggets, but this one really rocks! Bernhardt helps you get straight to the core of excellent writing with clear explanations of what makes a premise grab readers, as well as what leaves them cold, and why. I highly recommend Power Premise. Bill helped me improve my writing with phenomenal results, and he can help you, too! This book covers all aspects of making your story idea attractive to publishers and readers alike, from devising your premise and its emotional appeal, all the way to pitching do's and don'ts. If you are looking for a succinct guide to get you fired up and

point you in the right direction, you can't do any better than Bill Bernhardt.

The Red Sneaker Writers Book Series continues to impress with each new volume. The most recent entry, "Powerful Premise: Writing the Irresistible" takes on a difficult topic and provides clear, concise advice that any writer can use. The premise for a book is not the pitch, but makes it possible to pitch successfully. Bill knows this distinction and shares his knowledge with the reader in a truly engaging way. I read this in one sitting, but will go back to it over and over again as I work my way through the process of conceiving, writing, and evaluating my own writing and that of others. Premise isn't everything, but without a great premise you have nothing. The title makes an important point for budding writers, Why settle for the appealing when you can achieve the irresistible. I have purchased and read each book in this fantastic series and have them all available on all of my devices to help me at all stages of my writing and editing efforts. They have helped me in the conception stage, the initial draft stage, the multitude of editing phases, the proofing stages, and the revision stages. Get these books and use them. You can't help but become a better author.

I enjoyed reading this book and putting some of the information into action. Books are writing are some of my favorite and Bernhardt gave some good and practical advice for writing well. It's worth the money that you pay for it and if you want to learn some good writing tips that others haven't covered, this is the book to get.

Love this series! My favorite go-to writing books. Up there with King's On Writing & Lamott's Bird by Bird. I listened to the extremely well-crafted audiobooks on my commute for a month straight and gained a ton of insight into my writing. Highly recommended for anyone serious about improving their craft. Bernhardt is spot-on with advice. And as far as craft education, the series is a bargain!

So far, I've collected most of the set of this series of writing books. This one, I can't believe now that I thought of it as expendable! I've just browsed it after unpacking it, looking for an excuse to put it aside quickly and get back to writing.... which, after all, is the point of purchasing books like this! But the manner in which it articulated "premise" made it clear a few hours devoted to reading it NOW would pay off big time in the quality of my writing - immediately! This series is worth the time to read and the money to buy.

Another great Red Sneaker book. One suggestion I would make to those people new to the Red

Sneaker series is that you might consider reading this book FIRST and then delve into the others. In other words, work out a solid premise then move on the plot, character and the rest. All the Red Sneaker books are certainly worth reading and keeping as references.

Premise had always confused me because I'd heard so many definitions, descriptions and examples. It's your message, the moral of the story, your slugline, what you show, if you behave thusly you beget thisly. But different for each genre. And every story should mix from at least two genres!!! A blizzard of information but no key that turned over the snowplow. Nothing that started me writing or attracting ideas I needed to flesh out this gaseous kernel in my gut. I knew what I wanted to say, sort of, but it wasn't concrete, nothing I could say exactly. It wasn't simple, and it suggested nothing about how the character might get from page one to page last. I didn't need an air-tight perfect definition. I just needed something I could use. Something that would generate forward movement in the development of my idea. I listened to William Bernhardt's treatment of premise, then quietly reflected on what I heard, and found the key I needed. Not only does my story have a rough first shape, but it continues to work 25/8 as I listen to the author's book on plot. So much movement, story growing daily. Couldn't be happier. Thank you Bill Bernhardt!!

I have all the red sneaker books and they are all excellent. I love that he reduces each topic down to the essential information an author needs and does not bloat the book to make it 300 pages of mostly fluff and pretty prose. I also like that his advice is based on actual experience writing fiction novels rather than just writing nonfiction how-to books.

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