

THE PLOT WHISPERER

Secrets of Story Structure Any Writer Can Master

What's the story?

80 percent of Americans feel they have a book in them. (Joseph Epstein, *New York Times*, 2002). But how do you summon your muse when plot bewilders you, writer's block cripples you, and procrastination taunts you? Enter Martha Alderson, Founder of PlotWrMo, a.k.a. **THE PLOT WHISPERER (Adams Media, a division of F+W Media; October 2011)**. At the core of Alderson's approach is the concept of "the Universal Story," the idea that there is an evolving and dynamic exchange between your real life experiences, self-awareness, and your ability to tell a compelling story. So seize the power of your own Universal Story, let the words flow, and live in the power of *now*.

Scene trackers, plot planners, character development, these are the essential and surefire plot-building tools of **THE PLOT WHISPERER**. Celebrated writing teacher and author Martha Alderson has devised a plotting system that's as innovative as it is easy to implement. Alderson draws upon her wealth of experience from leading sold-out workshops to demonstrate how to create rich and complex moments worthy of any protagonist, and engage readers—one scene at a time. Alderson instills in writers the tools and courage to overcome insecurity and attain something even greater than simply filling the page: true transformation for themselves and their readers.

What does it mean for your audience?

THE PLOT WHISPERER is the ultimate guide to writing page-turners that express a writer's true essence. Alderson, "The Universal Story is the undercurrent of every breath you take, every story you tell yourself, and all the stories you write. It reflects an intelligent impulse to evolve through self-awareness. Imagine the Universal Story into reality and reclaim a miraculous and mysterious way of being." With her deep understanding of how the Universal Story can be used to harness the power of creativity readers will learn to devise a successful storyline for any genre. She shows how to:

- Use the power of the Universal Story, and personal experiences to form storyline
- Create plot lines, thematic significance, and subplots that work together
- Effectively use a plot planner and scene tracker for maximum impact
- Insert energetic markers at the right points in the story, and do a plot walk-through
- Show character transformation at the book's climax

Who is the author?

Martha Alderson has worked with hundreds of writers in sold-out plot workshops, retreats, and plot consultations for more than fifteen years. Her clients include bestselling authors, New York editors, and Hollywood movie directors. She lives in Santa Cruz, CA.

###

For more information, please contact Bethany Carland-Adams at 508/427-6726 or

bethany.carland-adams@fwmedia.com

http://twitter.com/bethanyc_adams | <http://twitter.com/#!/plotwhisperer>

<http://plotwhisperer.blogspot.com/> | www.adamsmedia.com