

# Make 'em beg for more



**John D. Brown**



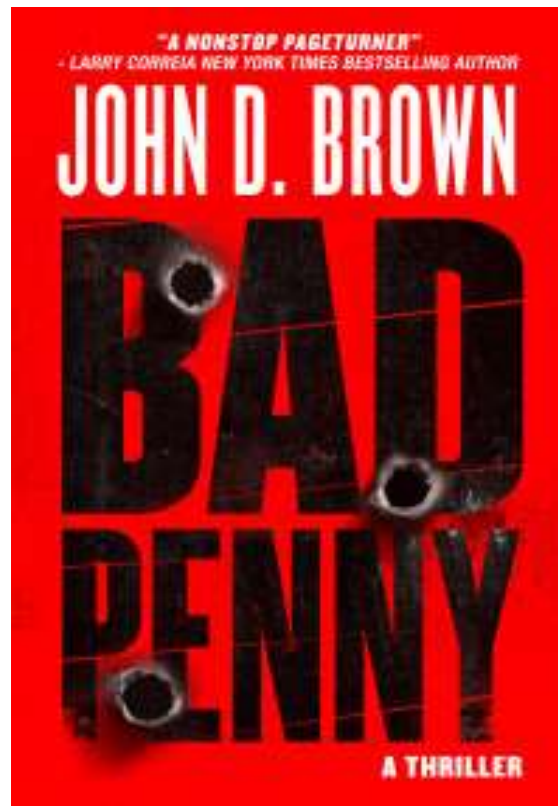








# The test





# The results

- I picked up this book for a little light reading over Christmas break and **couldn't put it down.**” —*Live Great*
- “My gosh what a story. **I was on the edge of my seat the whole book** and exhausted by the time it was over. Absolutely loved it even though **I need a nap now.**” —*Judy Glover*
- “**Couldn't put it down** and almost read straight thru” — *Mona Talbot*
- “**I could not put it down.**” — *Alan J Anderson*
- “Very well written fast moving and **hard to put down**” — *Amazon Customer*
- “Riveting **I did not put it down** until finished” — *Amazon Customer*



# The results

- “It was **very difficult to put the book down.**” —*Amazon customer*
- “**You'd best find a comfortable chair** when you start because you won't get up until you're finished.” —*Seven Shinall*
- “I read in two days because **couldnt put it down**” —*Olga Platt*
- “**I could hardly wait** to go to the next page.” —*Edie English*
- “**Damn you John Brown.** The last half of this book was so good that I stayed up until midnight last night to finish it when I had to be up at 0400 this morning” —*Ian M.*
- “I had **trouble putting it down.**”
- “This truly is **a book that I couldn't put down** (much to my wife's displeasure” —*Dwight Diedricht*

# The results

★★★★★ **Five Stars**

please lord, don't let tom cruise play this character

Published 1 day ago by ridelife

# **The secret**

Trigger and Delay

# Ads

RealClear Politics

Polls Election 2018 Video Writers More



← Back to Videos

## Nikki Haley Warns Syria: U.S. Is "Locked And Loaded"

Posted By Tim Hains  
On Date April 15, 2018



Nikki Haley, U.S. Ambassador to the United Nations, speaks to the UN Security Council regarding U.S. military strikes in Syria:



### Mysterious Desert Project


Forget Mars: The City of Tomorrow Will Be in Arizona




The Motley Fool

# Ads

**Trending on The Web** Sponsored Links



**Most Iconic Line Of All Time, But He Was Never Meant To Say It In The First Place**  
Worldemand



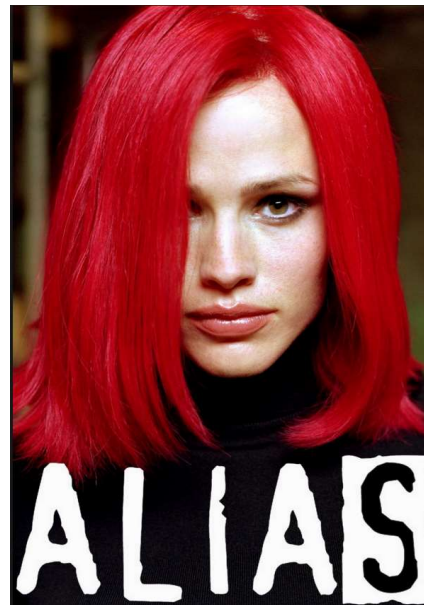
**After This Man Poured Metal Inside An Ant Nest, What He Dug Up Was Magical**  
Funny And



# News Breaks



# Commercial Breaks





## **3 Things to Trigger**

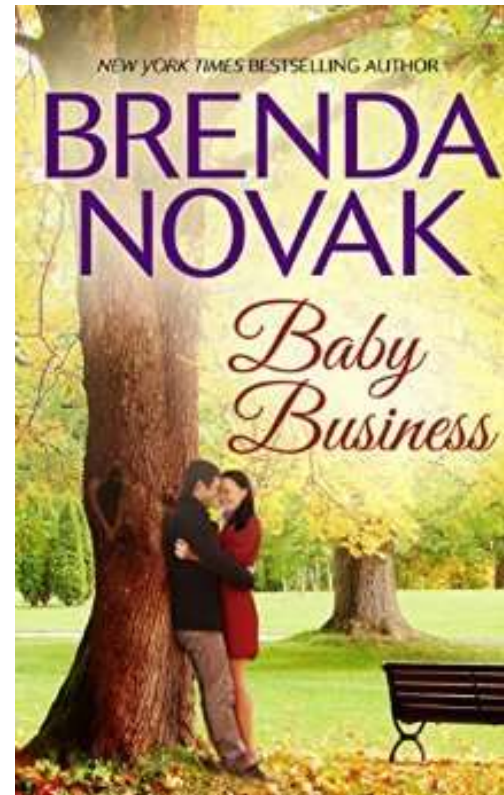
1. Anticipation
2. Hopes and fears
3. Puzzlement, mystery

## **Dramatic, juicy, tantalizing**

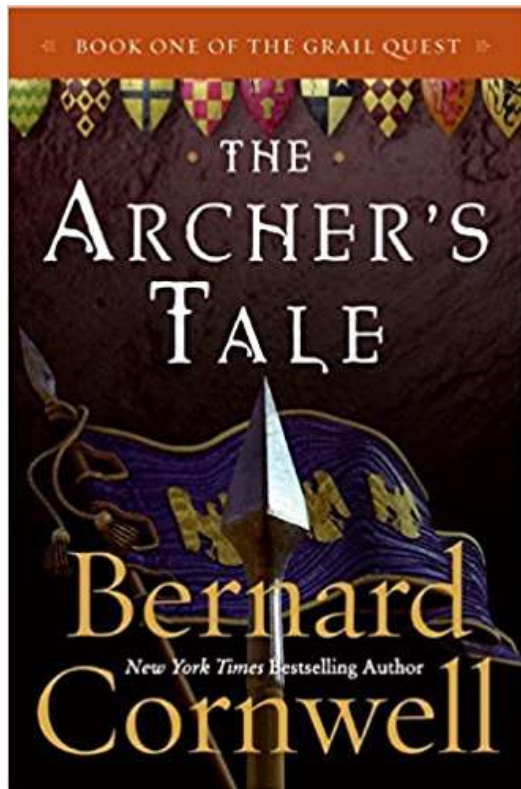
- Extraordinary
- Novel
- Surprising
- Dangerous
- Humorous
- Devastating
- Wonderful
- Full of conflict
- Romantic
- Tender
- Horrific
- Puzzling
- Revelatory
- Etc.

# Anticipation starts early

- Cover
- Description
- Reviews
- First page

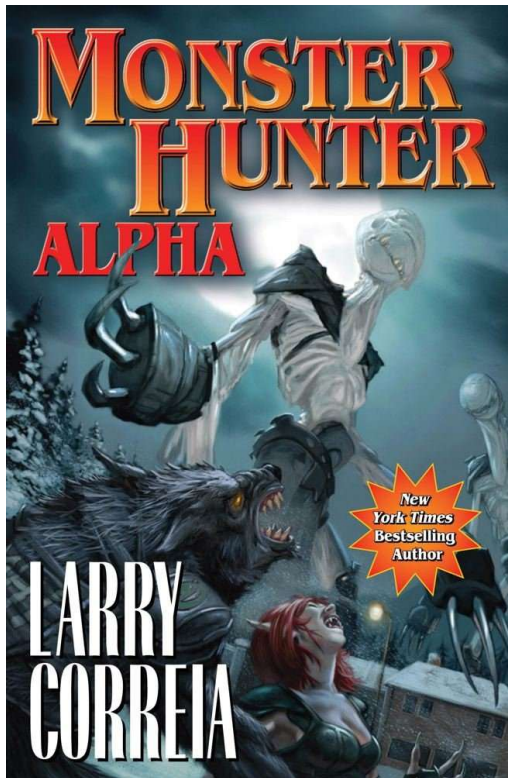


# Anticipation



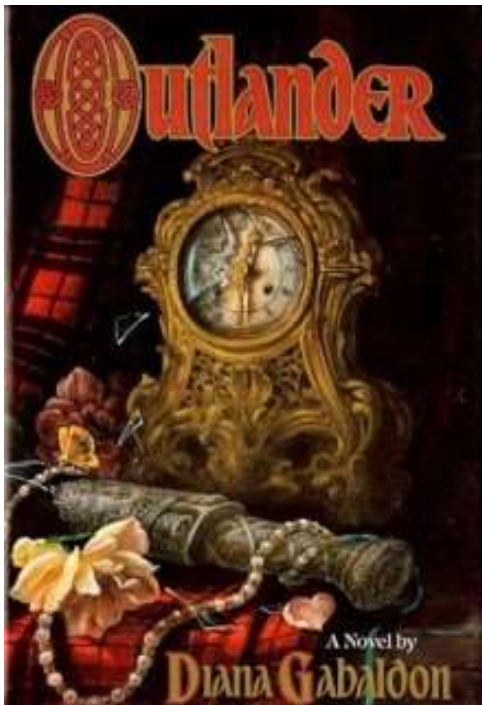
“The treasure of Hookton was stolen Easter morning 1342.”

# Anticipation



“The night that Deputy Joe Buckley got disemboweled by a werewolf had started normally enough.”

# Anticipation



“People disappear all the time. Ask any policeman. Better yet, ask a journalist. Disappearances are bread-and-butter to journalists.”

# Hopes and Fears





# Hopes and Fears



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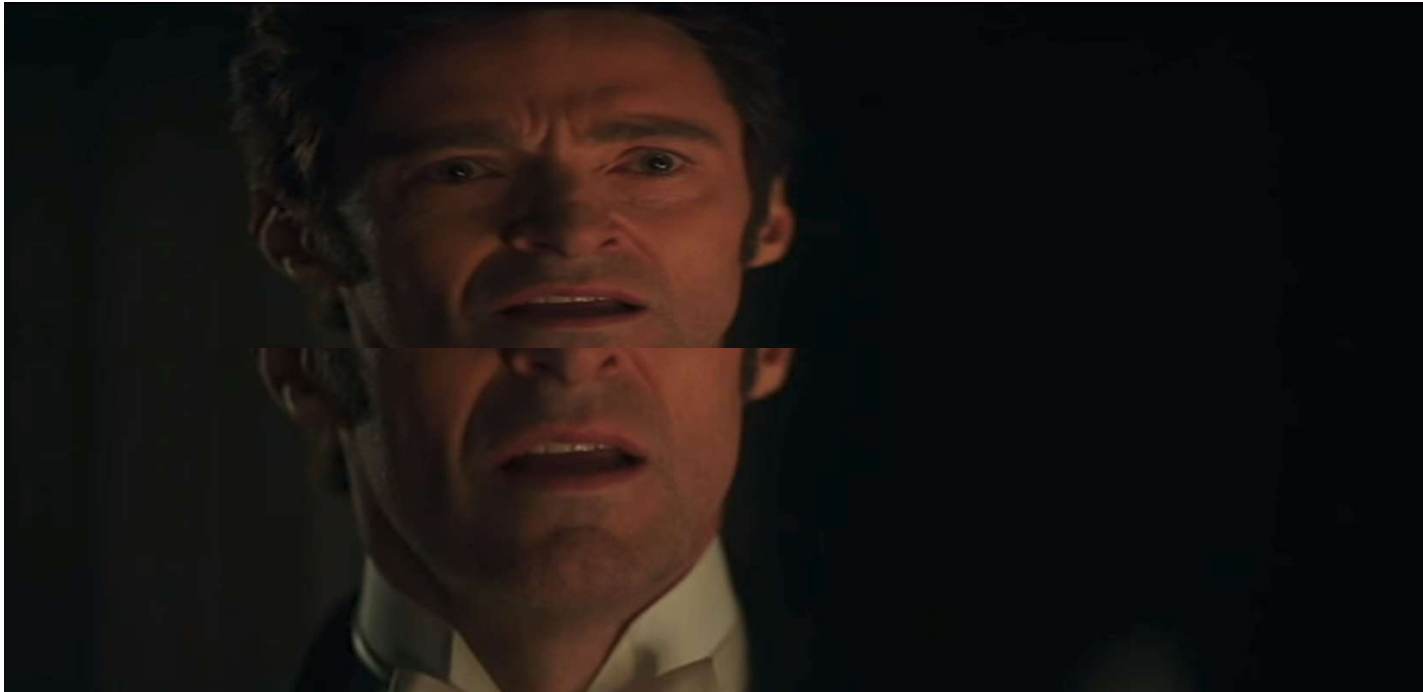


# Hopes and Fears





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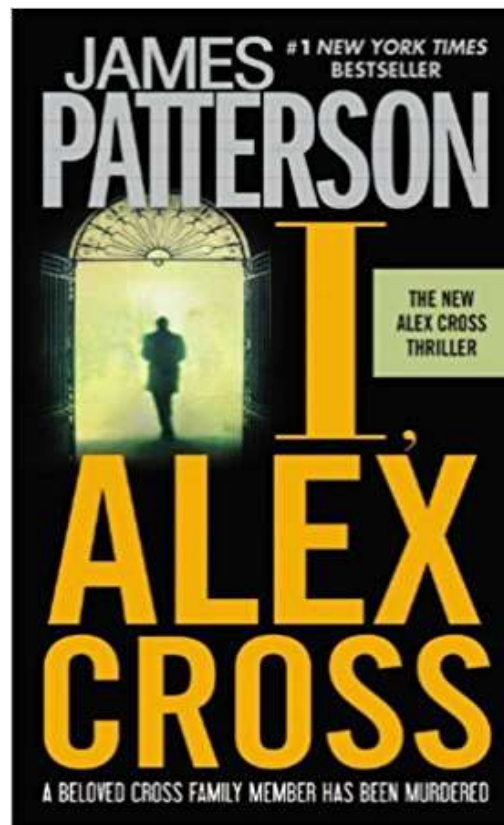
# Hopes and Fears



# Hopes and Fears



# Puzzlement, Mystery







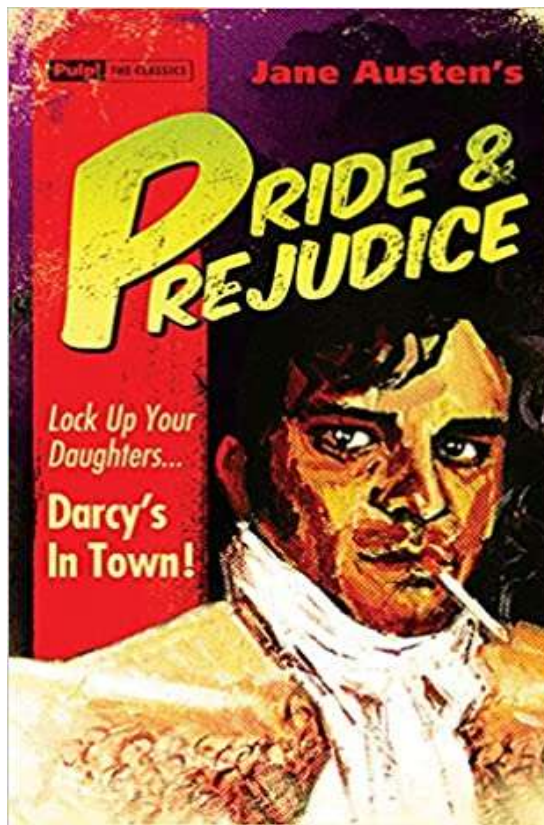
**The reader  
needs to  
want  
something  
on every  
page**

## Triggering the question

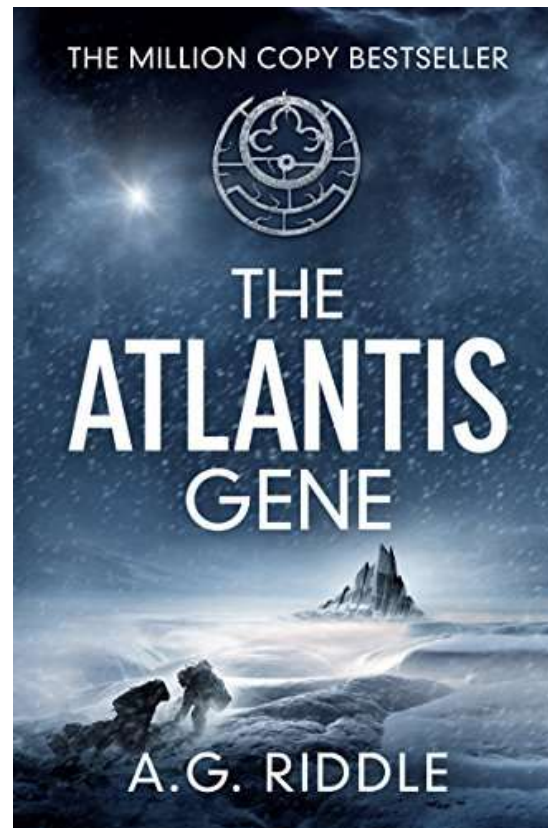
- **State it directly**
- **Give reader new info that**
  - Alerts about juicy stuff to come
  - Alerts possibility of something good or bad (the gaining/retaining of stakes) more or less likely
  - Points out something inexplicable or hints at answer



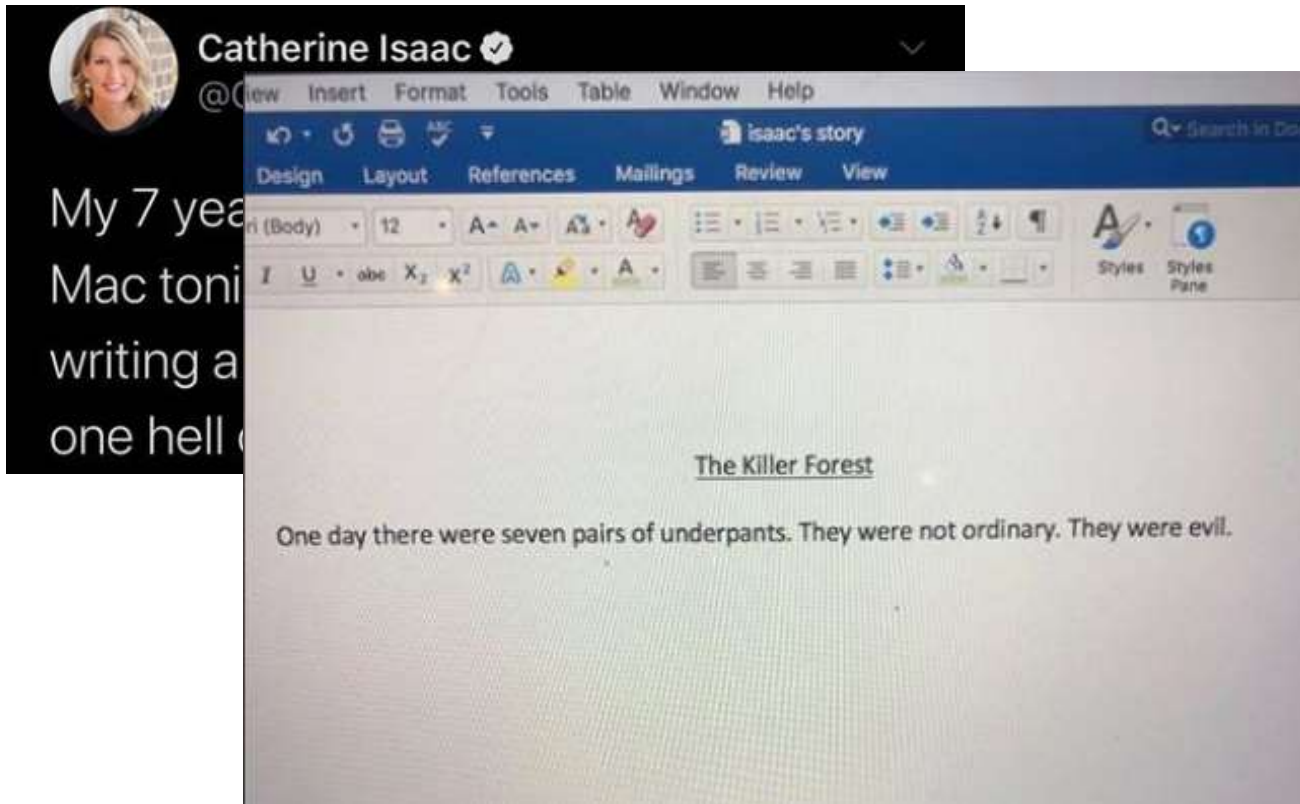
# Pride & Prejudice



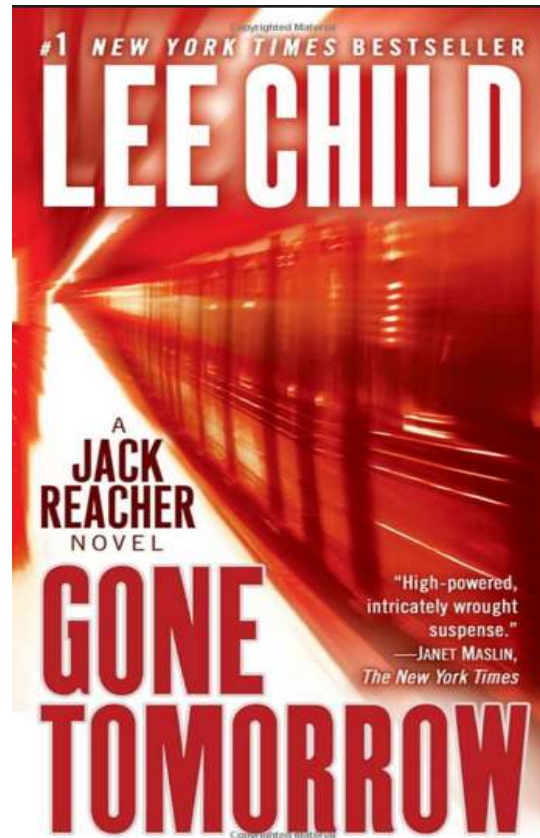
# The Atlantis Gene



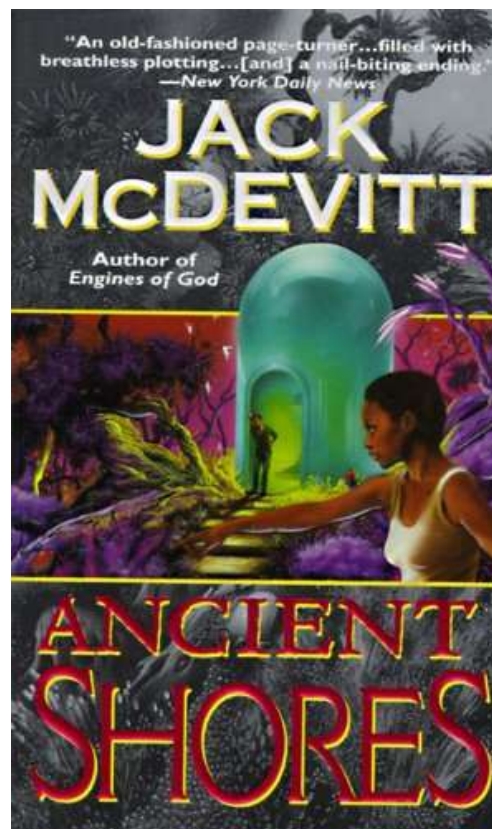
# The Killer Forest



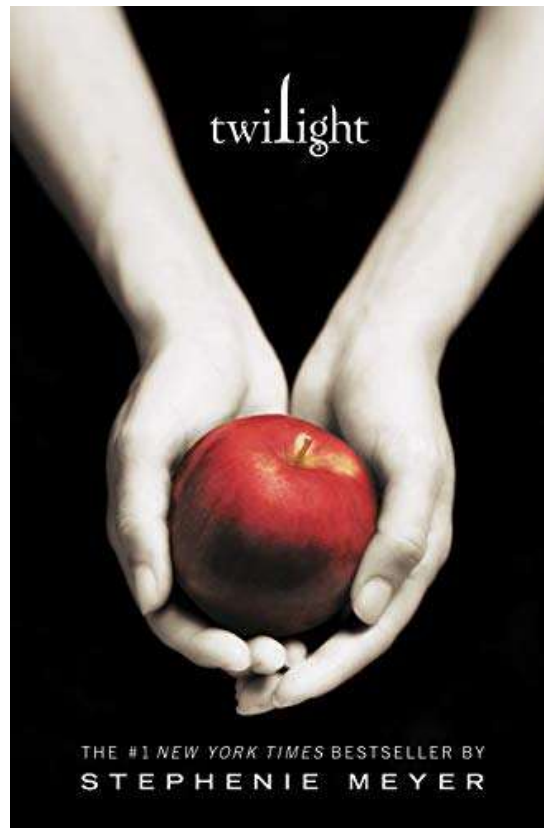
# Gone Tomorrow



# Ancient Shores



# Twilight



# How long do you delay?

Delay across...

- Books
- Chapters
- Pages
- Paragraphs
- Sentences

**Trigger effect lasts only so long**

**Continually stimulate  
the reader's interest**



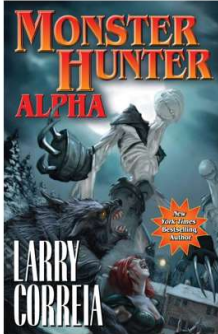
# Trigger, Delay, and ...

Readers want their desire  
to **build** to a sharp point,  
and then they want to **witness**

**Trigger, Delay, Deliver**

(Develop, Tease)

## Anticipation



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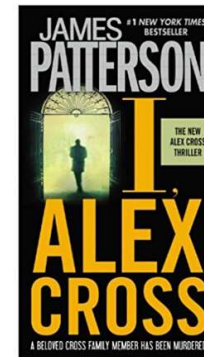
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- Revelatory

## Hopes and Fears



## Puzzlement, Mystery



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# Sensitize Yourself

**10 minutes a day for 2 weeks (start today!)**

1. Begin reading
2. Mark where triggered

## **Other questions**

- Which of the big 3?
- How much later delivered?
- How delivered?
- How frequently do they come?
- What's happening between trigger and delivery?
- How is it layered with other enjoyments?

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