

Make 'em beg for more

John D. Brown



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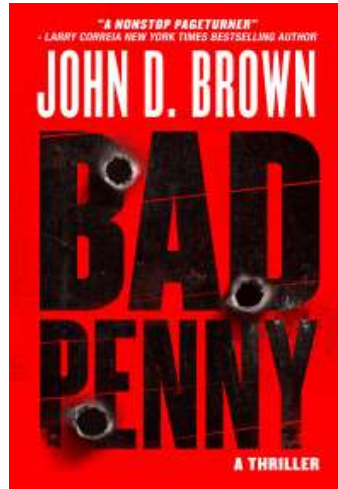


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6

The test



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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*

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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*

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The results

★★★★★ **Five Stars**

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

Published 1 day ago by ridelife

Dear Lord, please
don't answer this
guy's prayer

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The secret

Trigger and Delay

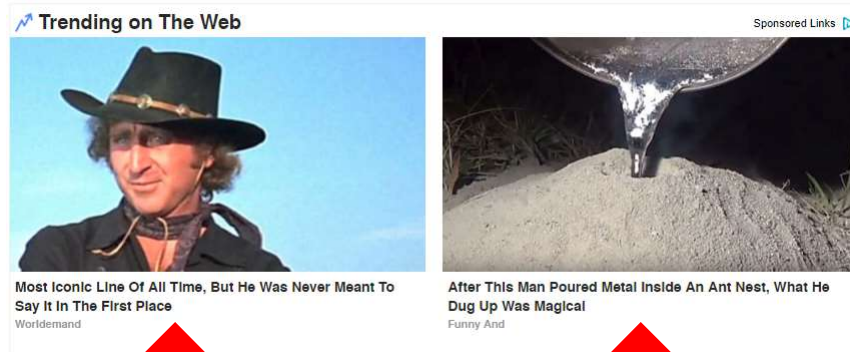
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Ads

The screenshot shows the RealClear Politics website. At the top, there are navigation links for Polls, Election 2018, Video, Writers, and More. Below the navigation bar are several advertisements, including one for Serta with '0% FINANCING AVAILABLE' and another for CAZINS. The main content area features a news article titled 'Nikki Haley Warns Syria: U.S. Is "Locked And Loaded"' by Tim Hains, dated April 15, 2018. Below the article is a video player showing Nikki Haley speaking at a microphone, with the CNN logo and a play button. To the right of the article, a red box highlights a sidebar advertisement titled 'Mysterious Desert Project' with the text 'Forget Mars: The City of Tomorrow Will Be in Arizona' and 'The Motley Fool'.

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Ads



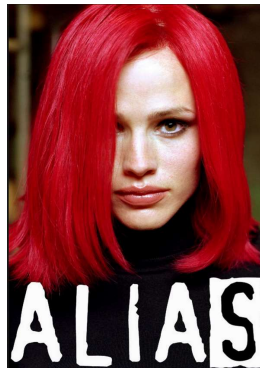
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News Breaks



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Commercial Breaks



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3 Things to Trigger

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

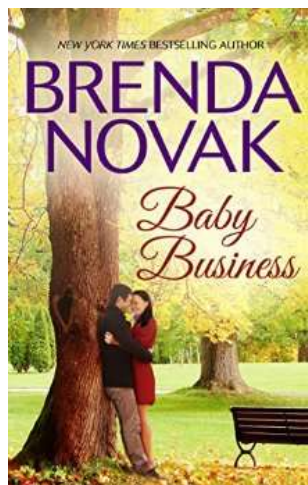
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Dramatic, juicy, tantalizing

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

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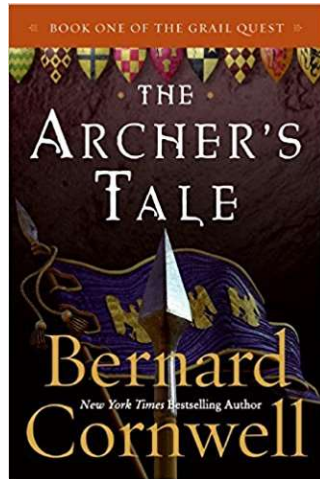
Anticipation starts early



- Cover
- Description
- Reviews
- First page

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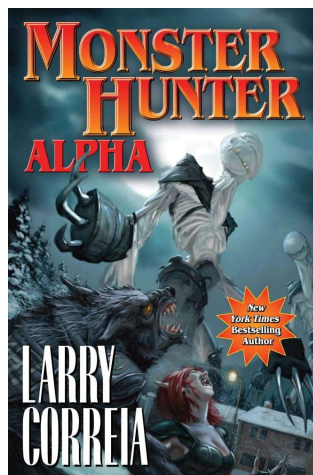
Anticipation



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

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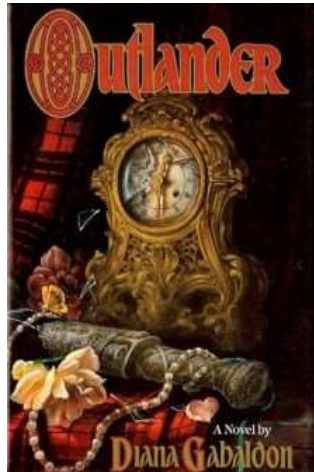
Anticipation



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

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Anticipation



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

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Hopes and Fears



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Hopes and Fears



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Hopes and Fears



24

Hopes and Fears



25

Hopes and Fears



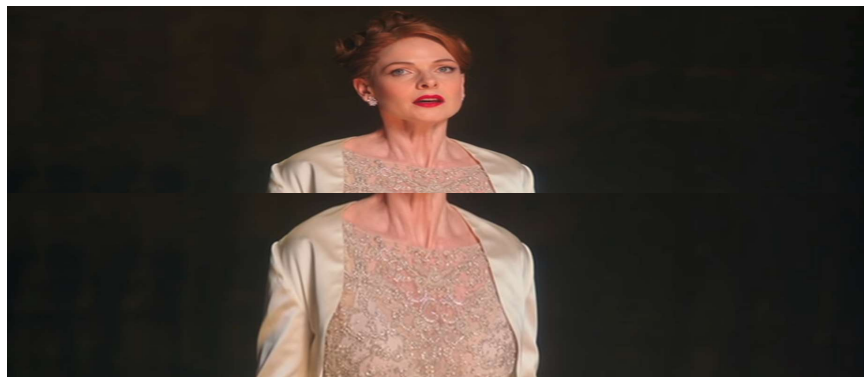
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Hopes and Fears



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Hopes and Fears



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Hopes and Fears



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Hopes and Fears



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Hopes and Fears



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Hopes and Fears



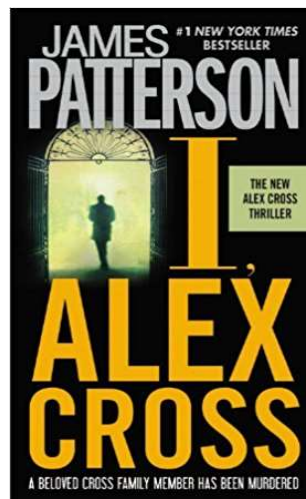
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Hopes and Fears

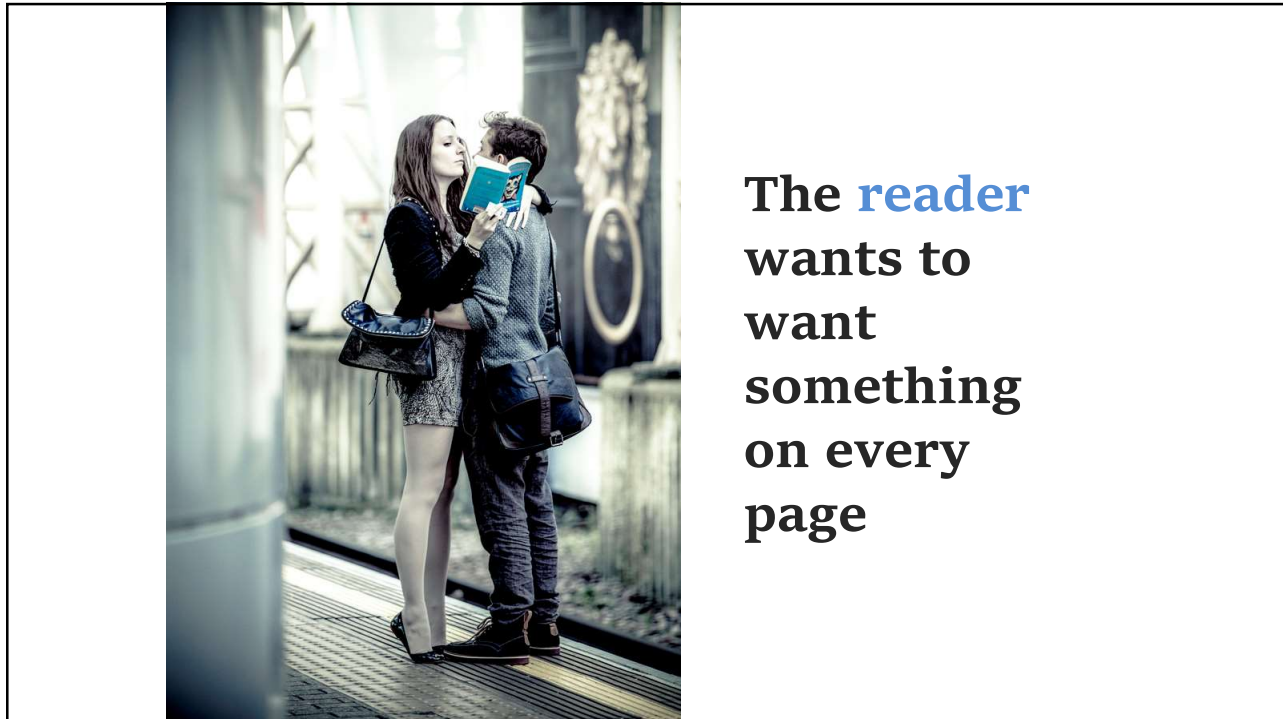


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Puzzlement, Mystery



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

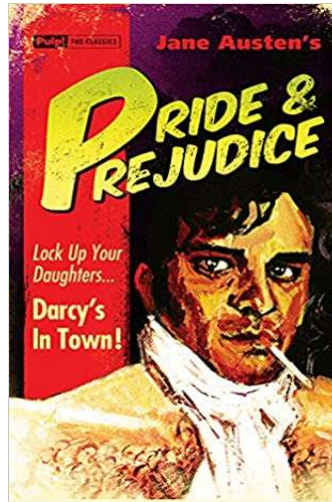
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Triggering the question

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

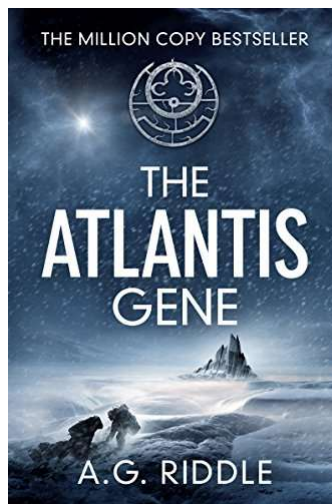
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Pride & Prejudice



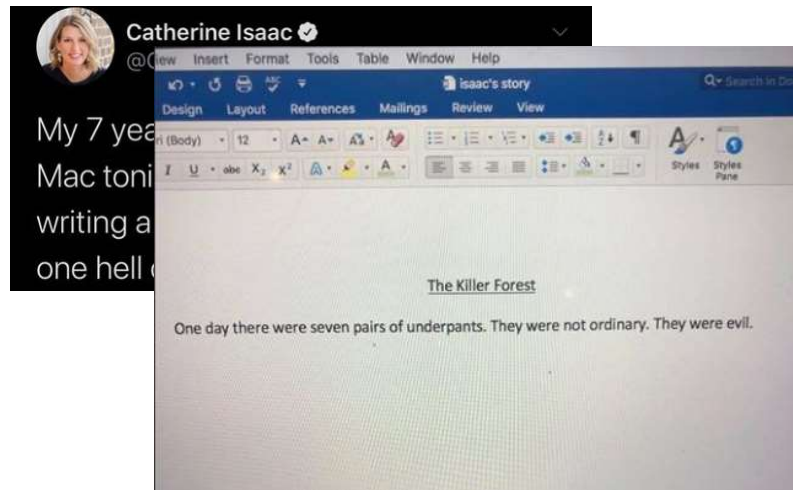
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The Atlantis Gene



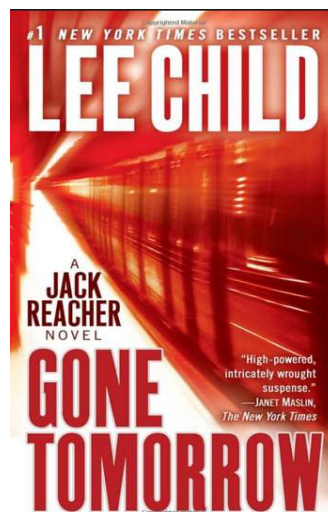
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The Killer Forest



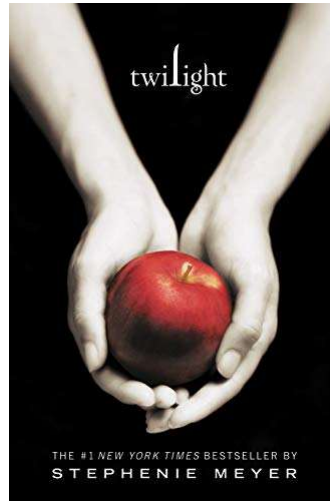
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Gone Tomorrow



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Twilight



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How long do you delay?

Delay across...

- Books
- Chapters
- Pages
- Paragraphs
- Sentences

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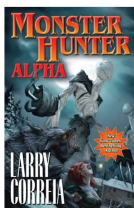
Trigger, Delay, and ...

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

Trigger, Delay, Deliver
(Tease)

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Anticipation



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

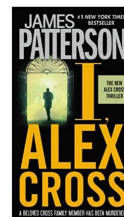
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- Puzzling
- Revelatory


Hopes and Fears



Puzzlement, Mystery



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<p>Triggering the question</p> <ul style="list-style-type: none"> • State it directly • Give reader new info that <ul style="list-style-type: none"> —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 	<p>How long do you delay?</p> <p>Delay across...</p> <ul style="list-style-type: none"> • Books • Chapters • Pages • Paragraphs • Sentences
<p>Trigger, Delay, and ...</p> <p>Readers want their desire to build to a sharp point, and then they want to witness</p> <p>Trigger, Delay, Deliver (Develop, Tease)</p>	 <p>The reader needs to want something on every page</p>

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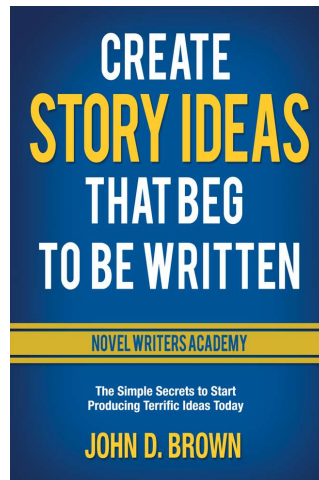
Sensitize yourself

The Habit That Will Dramatically Change Your Writing

1. **Begin reading**
2. **Mark the first trigger you feel**

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Build it into your story concept



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Other eye-opening questions

Trigger

- Which of the big 3?
- How triggered?
- How frequently do they come?

Delay

- What's happening between trigger and delivery?
- How is it layered with other enjoyments?

Deliver

- How delivered?
- How much later delivered?

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You can do this!

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