



How to Grab Your Readers' Attention

Secrets from master-storyteller James Patterson

One out of every 17 hardcover novels purchased in the U.S. has been written by James Patterson. Clearly, he has mastered how to tell a story and keep readers coming back for more.

Here are some secrets he's shared about how to grab the attention of readers..



short chapters keep people reading

People get lost in long, winding chapters. Short chapters keep the story moving and the readers turning the page. His average chapter length is 640 words.

outline your books

Outlining makes your writing better. Sum up each chapter in a paragraph of text. By outlining you'll find it takes you a shorter time to actually write the book.



make your outline flexible

Characters come to life and change the best made plans... and sometimes they even change the ending. Be prepared to be flexible and change your outline for better directions.

cut out skippable parts

Hook readers with a fast pace. Leave out the parts people will scan or skip over. Write stories like a storyteller.



know your readers

Pretend someone is sitting across from you, you're telling them a story and you don't want them to get up until you're finished. What will keep them in suspense wanting to know more? That is what readers want to read.

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