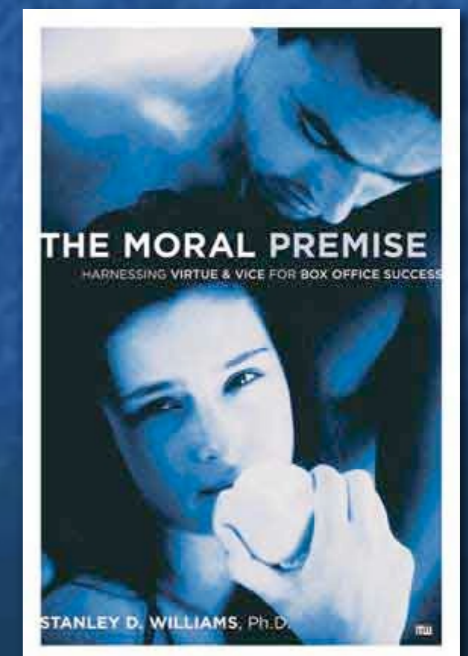


# Writing to Capture & Engage Your Readers

**Dr. Stan Williams**

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# Writing to Capture & Engage Your Readers

This is a Brief Overview.  
In-depth resources are here:

[www.MoralPremise.com](http://www.MoralPremise.com)

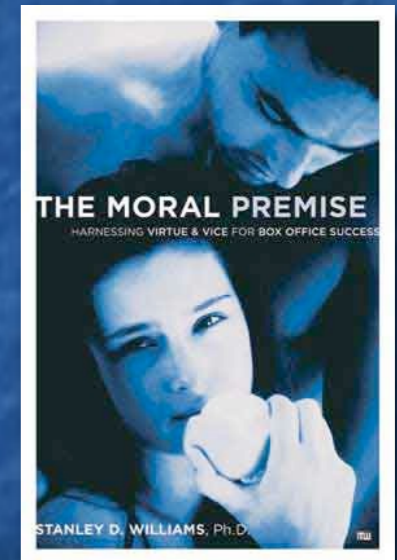


382 Essays

Moral Premise ON-LINE  
Storycraft Training



YouTube / Rumble  
12 Lessons - 25 Videos  
9 Ancillary Videos



Book

# Writing to Capture & Engage Your Readers

Add-On Consultations:  
Sign up at the Registration/Book Sales Table

- ★ Story Structure
- ★ The Moral Premise
- ★ Character Motivations
- ★ Conflict of Values
- ★ Research Techniques
- ★ First Sentence Brainstorm
- ★ Log lines
- ★ Synopsis feedback
- ★ Elevator Pitch

# Writing to Capture & Engage Your Readers

## OUR GOAL

Emotionally & Intellectually CONNECT

Characters <-> Readers



# Writing to Capture & Engage Your Readers

## HOW? Technique Topics

1. Obsess Over Opposites - IRONY
2. Live inside Pivotal Character's Head (POV)
3. Permeate with Universal Moral Truth
4. Relate to Reality
5. Create an Emotional Coaster
6. Lather with Reason
7. Transform Characters Naturally
8. Use Tropes Liberally
9. Visualize Descriptions with A.I.

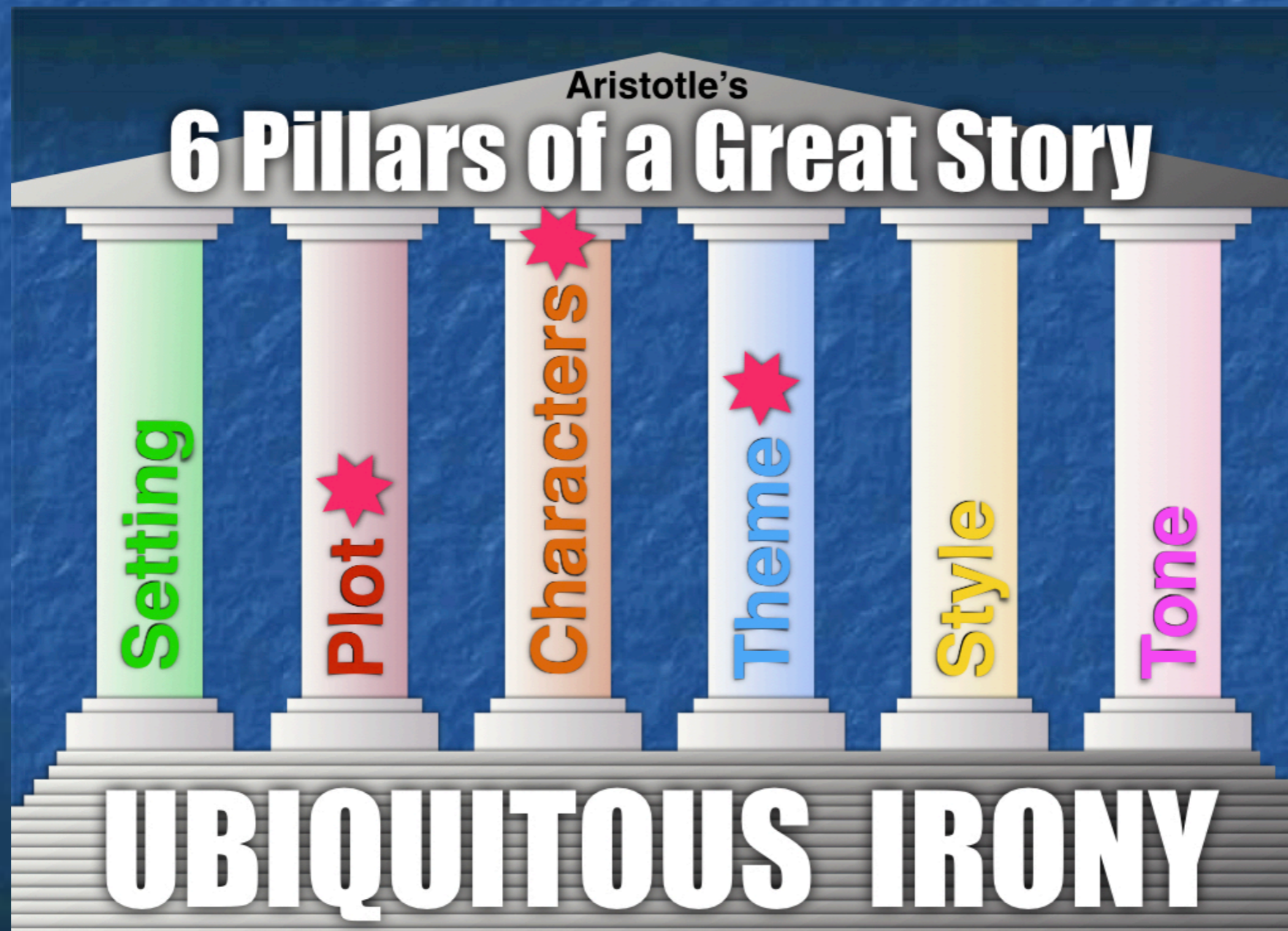
# Writing to Capture & Engage Your Readers

1

Technique

## Obsess Over Opposites - IRONY

### Creating Conflict between...





Technique

# Obsess Over Opposites / IRONY

For Instance in a Redemptive Story

	<b>PROTAGONIST</b>		<b>ANTAGONIST</b>
<b>GOAL</b>	Constructive	↔	Obstructive
<b>Proability</b>	Impossible	↔	Possible
<b>Method</b>	Honesty	↔	Deceptive
<b>Solution</b>	Clever	↔	Force
<b>Motivation</b>	Selfless	↔	Selfish

## 2

Technique

## Live Inside Pivotal Character's Head

- Write from one POV per scene
- Monologue character's moral dilemma
- Perceive everything from the one POV
  - Actions
  - Background descriptions
  - Metaphors, tropes, motifs
  - Other characters' actions and words

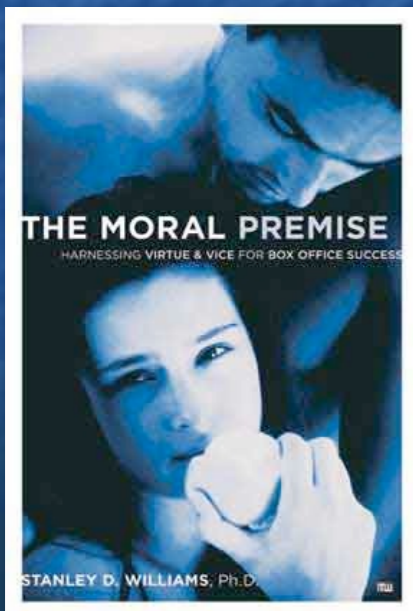
## 3

Technique

## Permeate with Universal Truth

### The Moral Premise Statement (bipolar theme)

describes the central conflict  
between polar opposite moral truths



- Greed vs Generosity
- Falsehood vs Honesty
- Skepticism vs Faith
- Cowardice vs Courage



Technique

# Permeate with Universal Truth The Moral Premise Statement

## inner spine

journey, spiritual, metaphysical

## outer spine

journey, external, existential

**psychological  
vice / weakness**

Greed



**leads to**

**physical  
detriment**

Separation

**BUT**

**leads to**

**physical  
betterment**

Community

**psychological  
virtue / strength**

Generosity

APPLIES TO ALL CREATIVE ELEMENTS



Technique

# Permeate with Universal Truth The Moral Premise Statement

**inner spine**

journey, spiritual, metaphysical

**outer spine**

journey, external, existential

What the  
story is  
**REALLY**  
about  
-  
Moral  
values

**METAPHORS**



Technique

# Permeate with Universal Truth The Moral Premise Statement

Hunger Games

**Disrespect for life** leads to **tyranny**; but  
**respect for life** leads to **freedom**.

LIAR! LIAR!

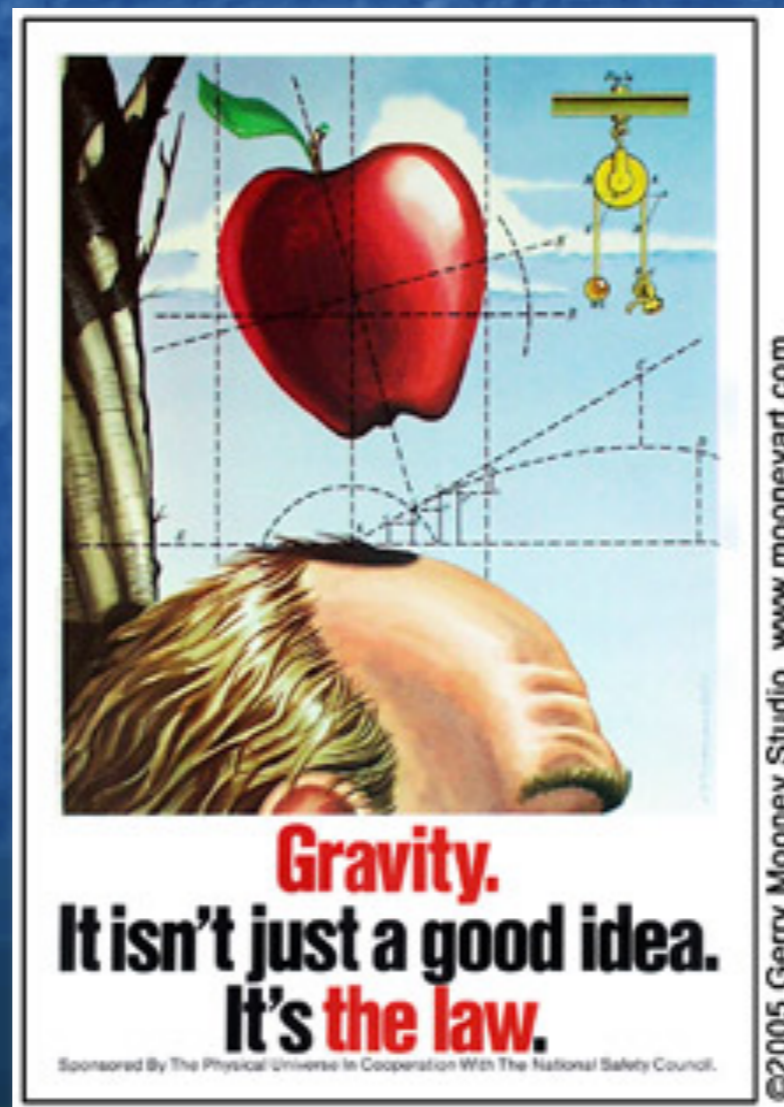
**A deceptive heart** leads to **rejection**; but  
**A truthful heart** leads to **acceptance**.

# 4

Technique

## Relate to Reality

# Natural Law: Cause & Effect





Technique

# Relate to Reality

## Natural Law: Cause & Effect

### Psychological - Moral Realm

guilt, kindness, lying, adultery, charity,  
sacrifice humility, arrogance, greed...

### Physical Realm

gravity, inertia, magnetism,  
momentum, thermal dynamics...

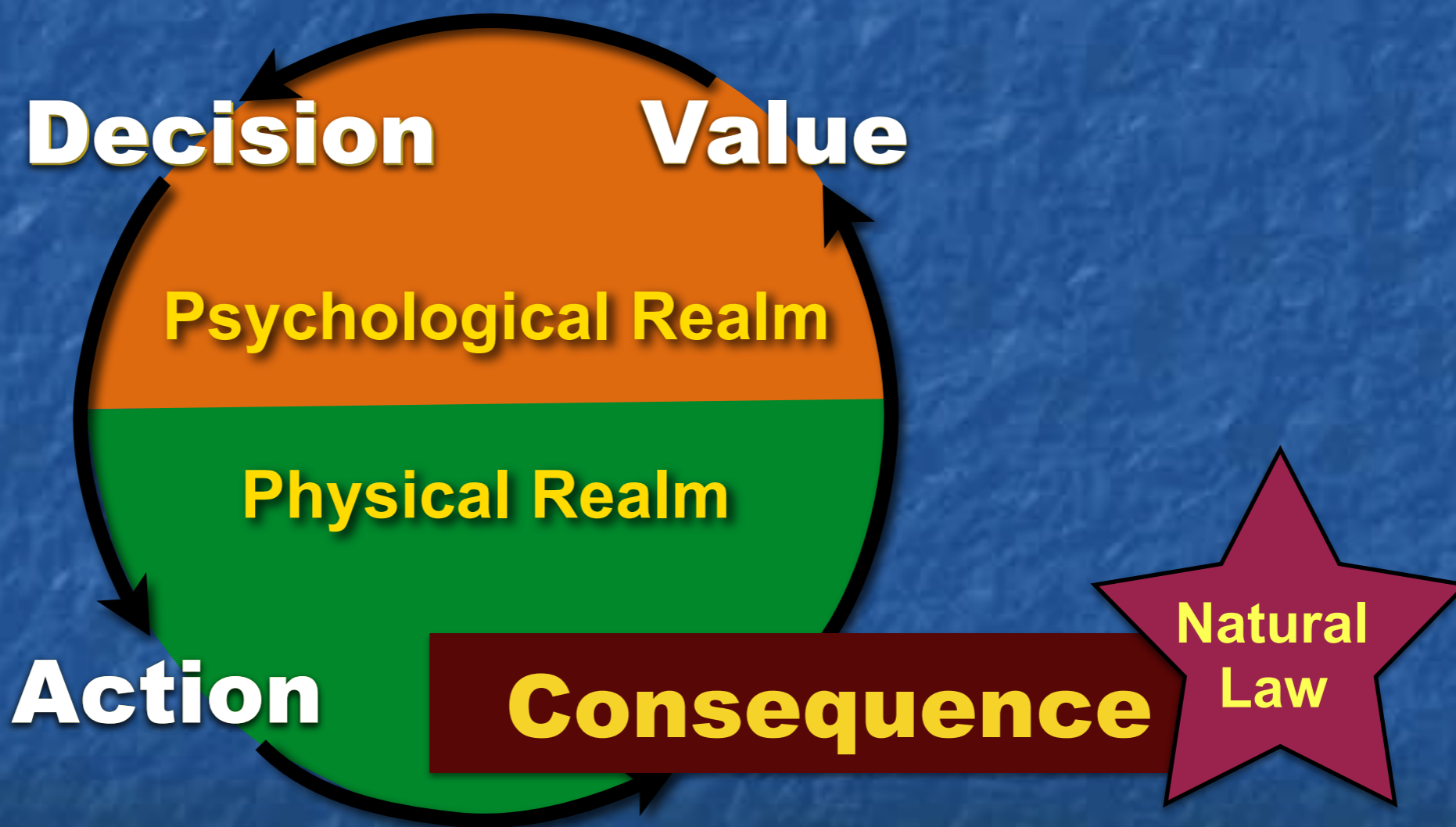
Storytellers must unite these two Natural Realms



Technique

# Relate to Reality

## Realms are United by Character Transformation



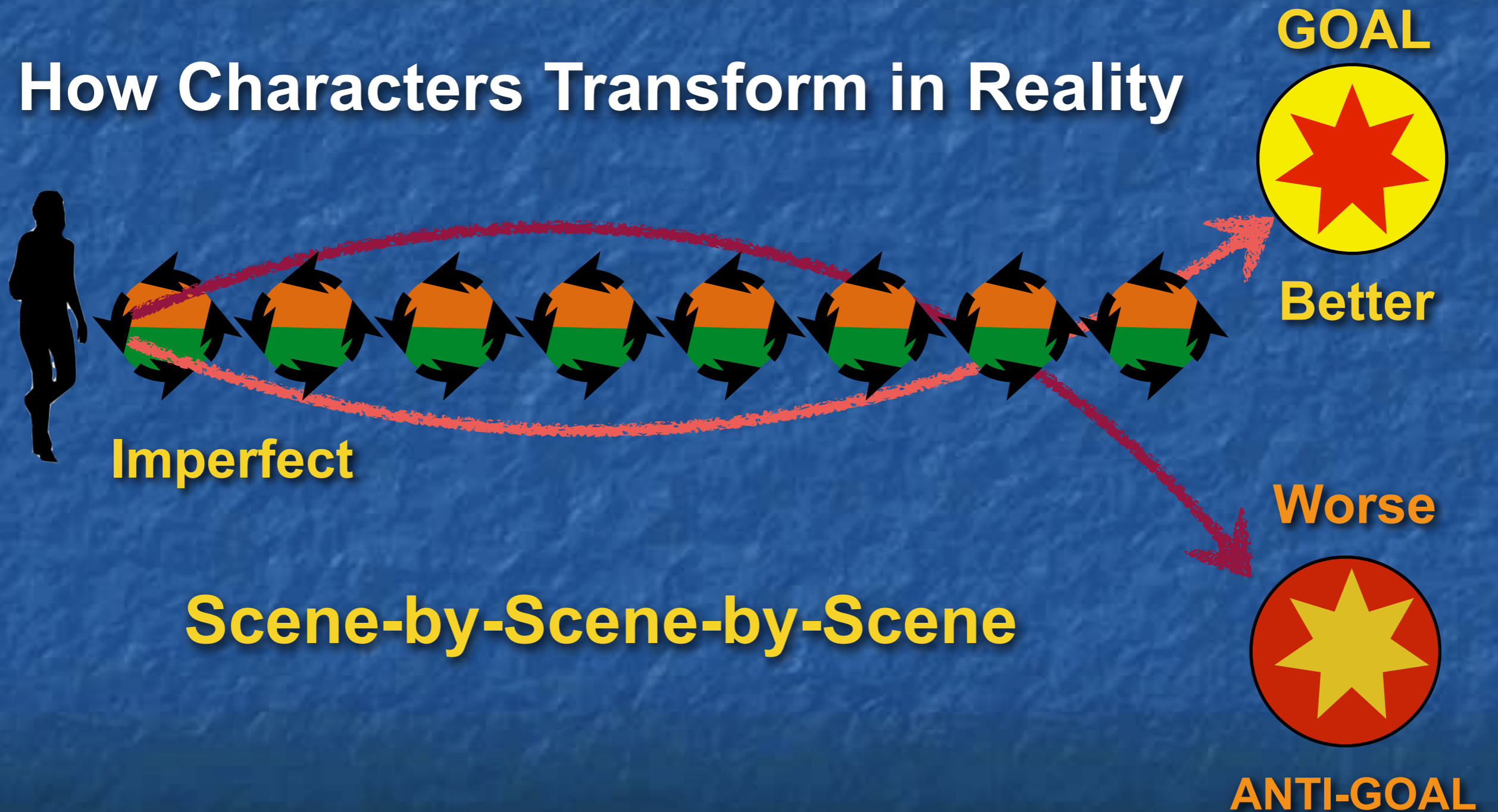
**IRONY: Goal to change OUTER, changes INNER.**



Technique

# Relate to Reality

## How Characters Transform in Reality

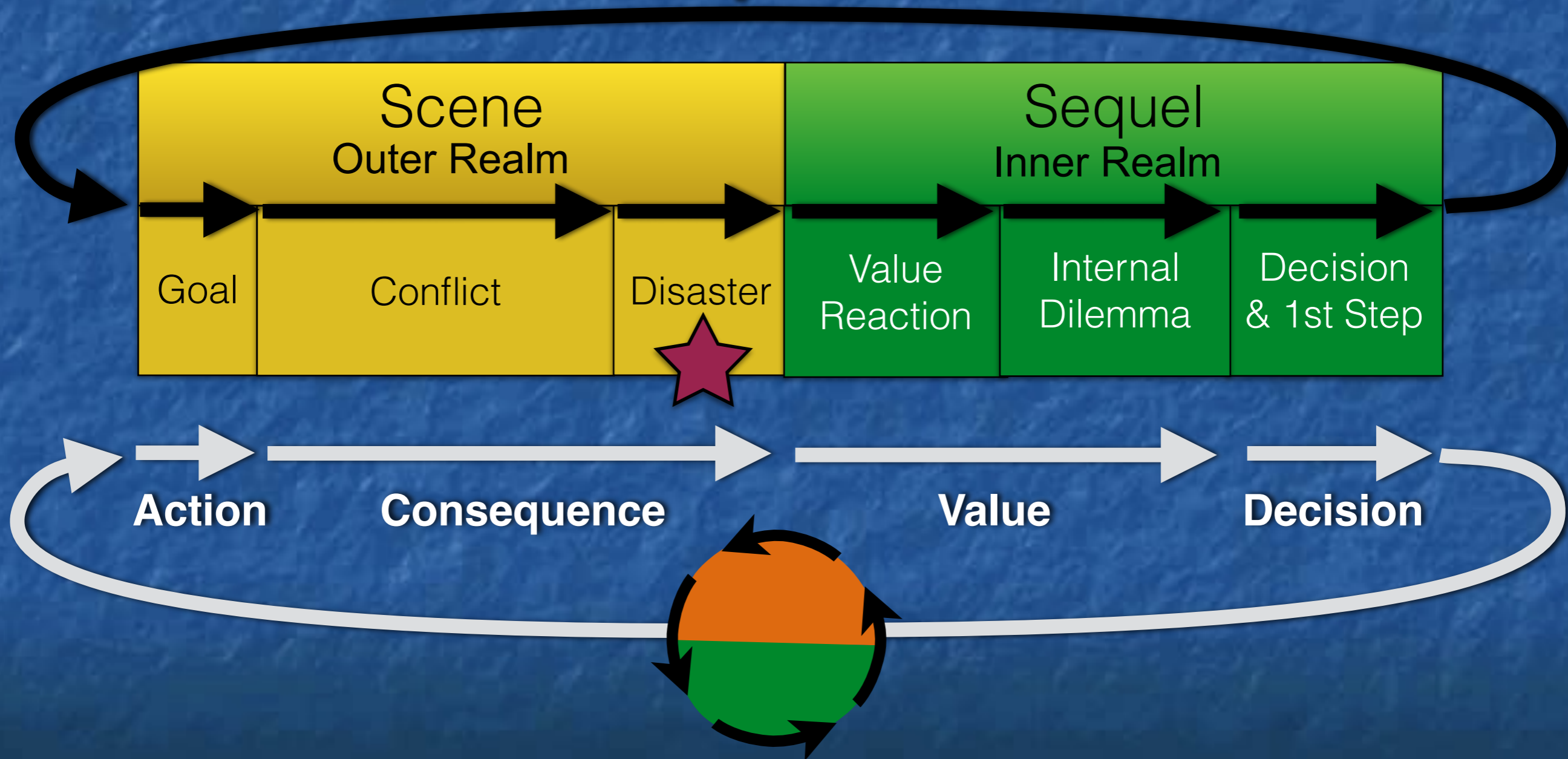




Technique

# Relate to Reality

## Scene-Sequel Structure





Technique

# Create Emotional Coaster

Act 1

Act 2

Act 3

Life Before

Rejection of Journey

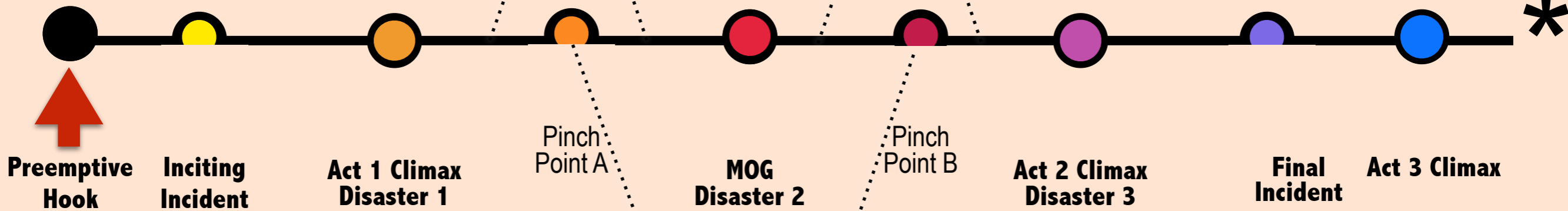
Reaction

Proaction

Dark Night of the Soul

Death Fight

Life After \*



1 2 3 4 5 6 7 8 9 10 11 12 13

14 15

## Regular Turning Points (Reversals)

# 5

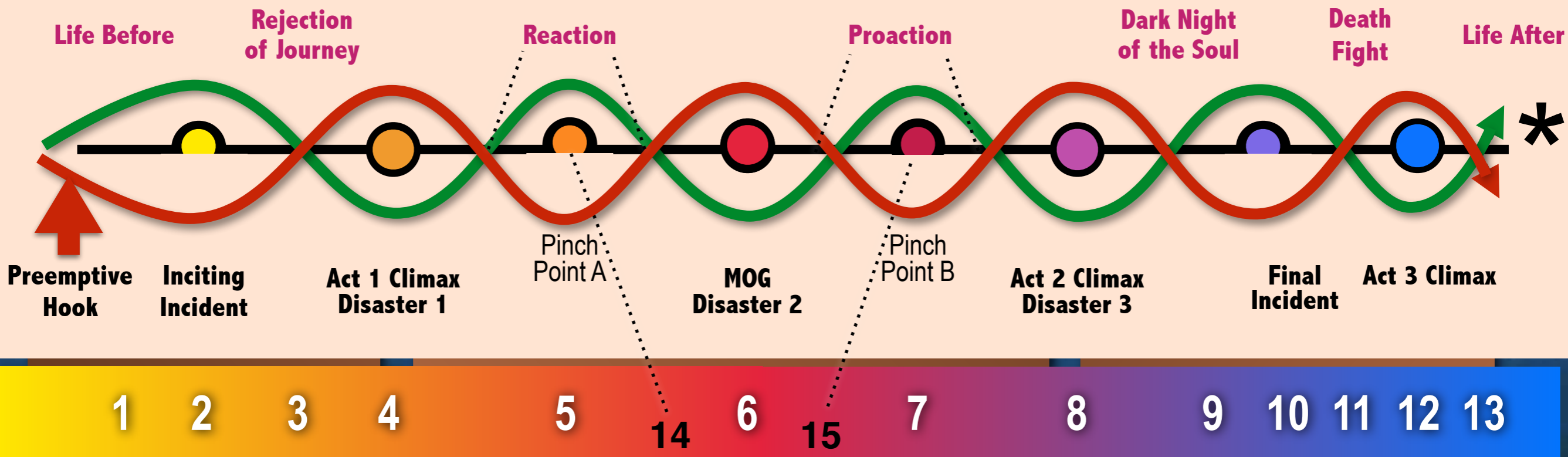
Technique

# Create Emotional Coaster

Act 1

Act 2

Act 3



## 15 Beat Roller Coaster Story

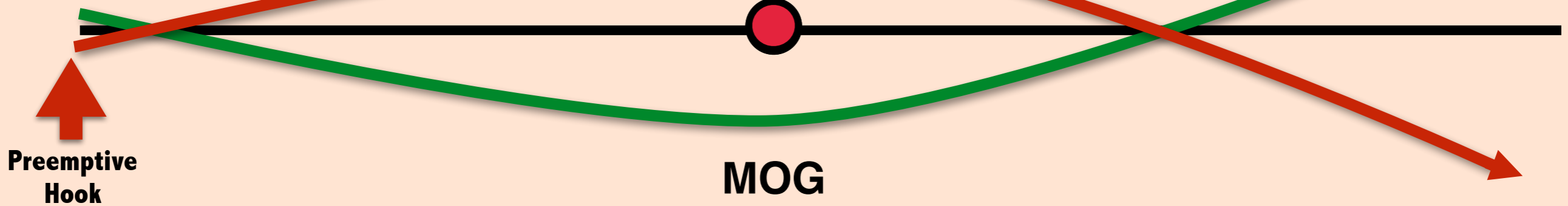


Technique

# Create Emotional Coaster

Life Before

Life After



## 3 Beat Coaster Story Short



Technique

# Create Emotional Coaster

Act 1

Act 2

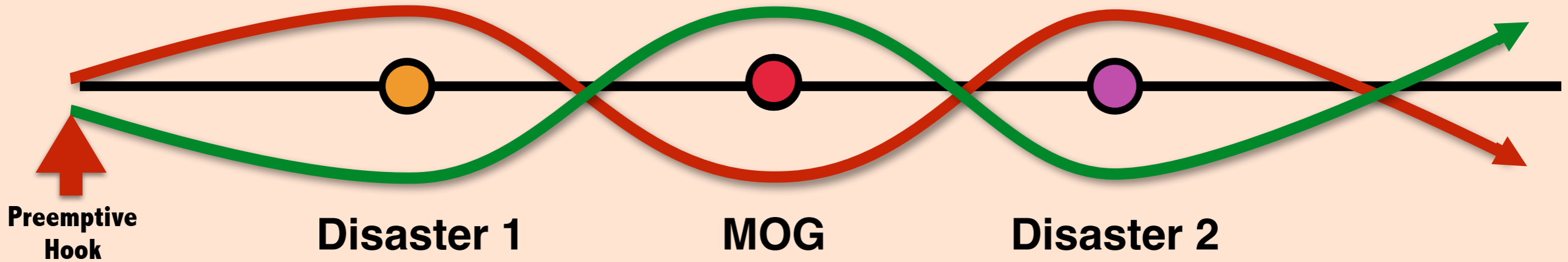
Act 3

Life Before

Reaction

Proaction

Life After



1

2

3

4

5

6

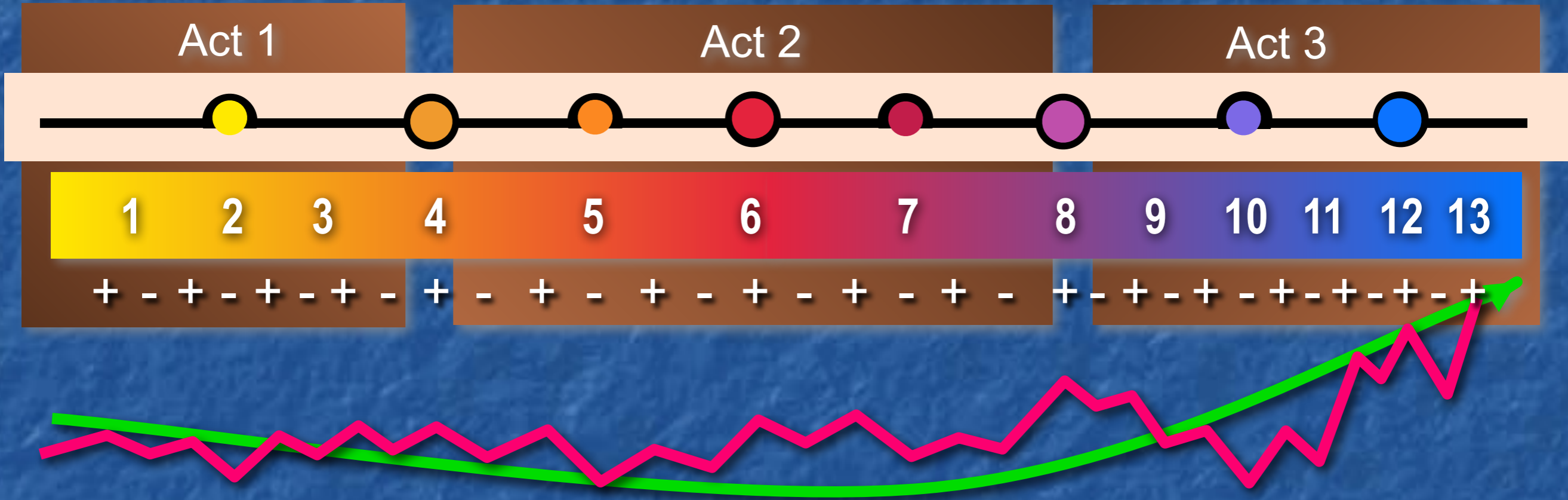
7

## 7 Beat Coaster Story Novella

# 5

Technique

# Beat-by-Beat: Test the Truth



## The Moral Premise Test

It's true... it's not true... it's true... it's not true...

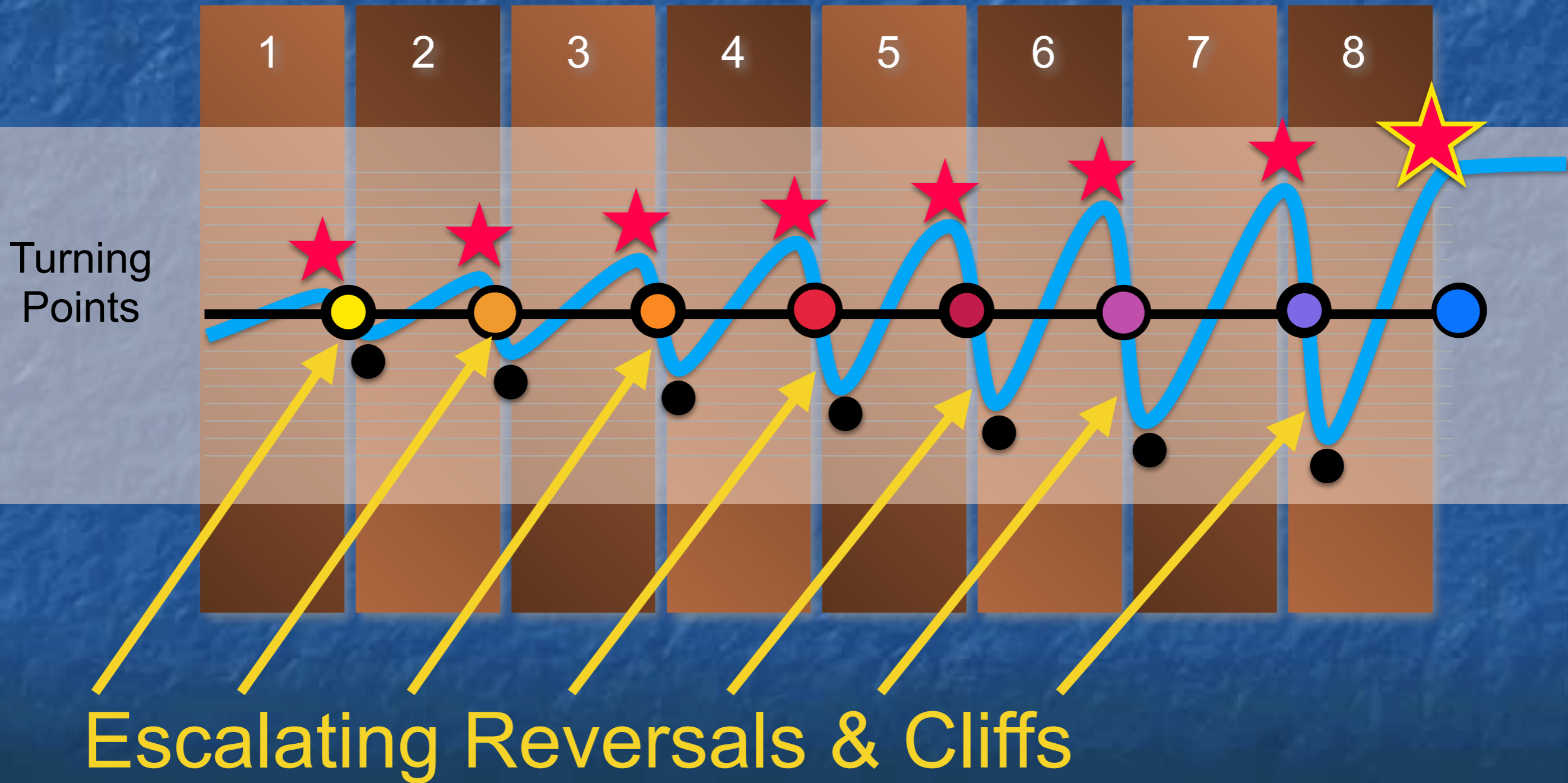
## The Physical Premise Test

Hero will... Hero will not... Yes he will... No he won't...



Technique

# Chapter- by-Chapter Coaster Escalating Goals ★ and Disasters ●



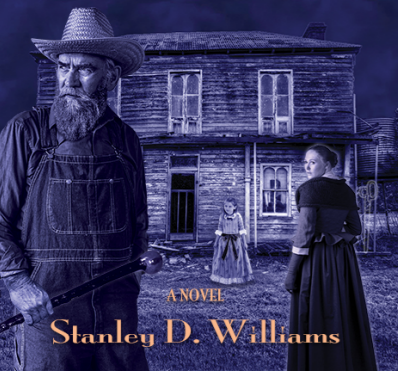


# 5

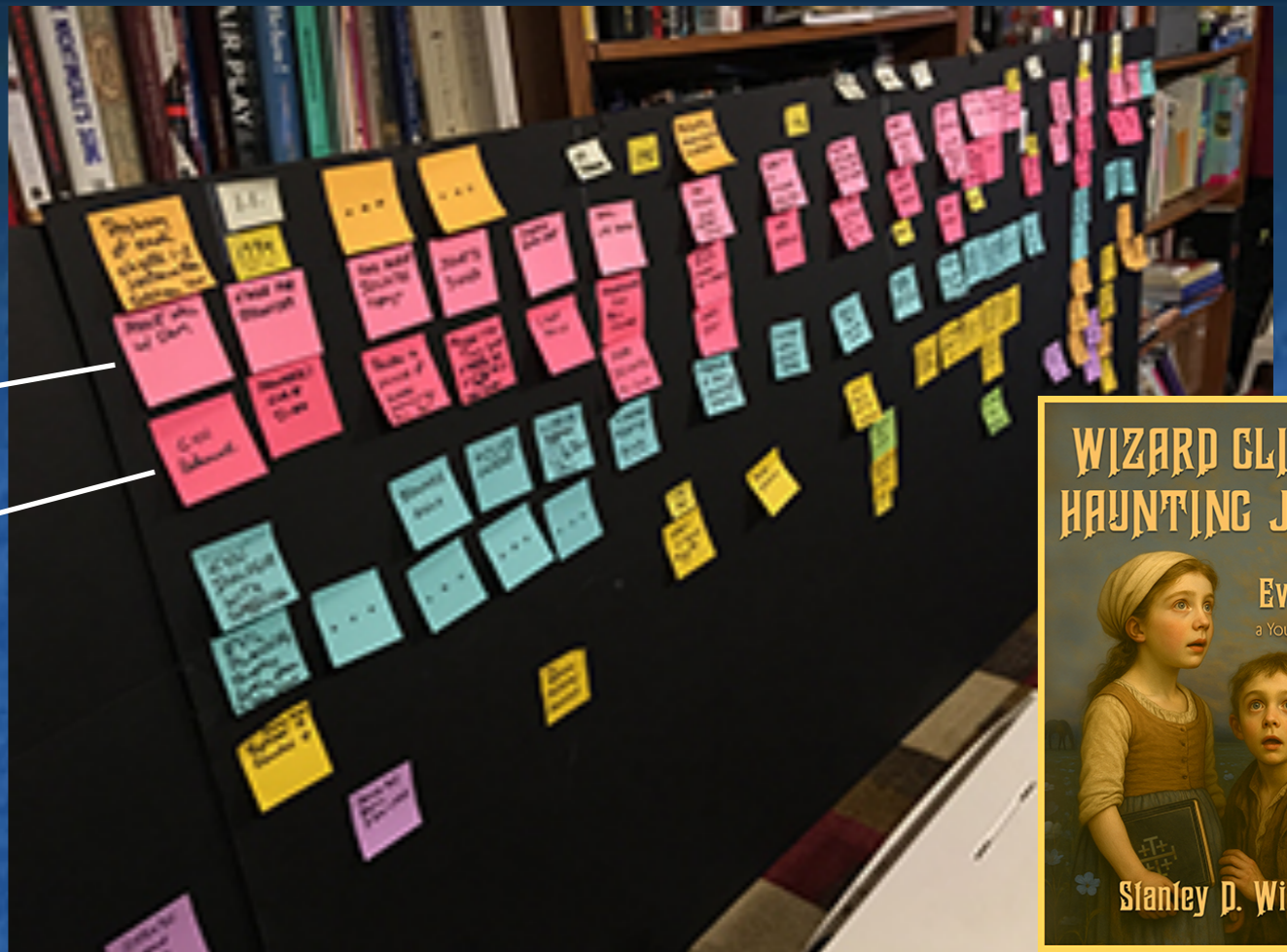
# Emotional Coaster

## WIZARD CLIP HAUNTING

A True Early American Ghost Story



## Wizard Clip Haunting Card Plot



Aug. 10	1760	1766	1767	1776-1783	1786	1787	1788	1789	1790	1791	1792	1793	1794	1795	1796	1797	1798	1799	1800	1801	1802	1803	1804	1805	1806	1807	1808	1809	1810	1811	1812	1813	1814	1815	1816	1817	1818	1819	1820	1821	1822	1823	1824	1825	1826	1827	1828	1829	1830	1831	1832	1833	1834	1835	1836	1837	1838	1839	1840	1841	1842	1843	1844	1845	1846	1847	1848	1849	1850	1851	1852	1853	1854	1855	1856	1857	1858	1859	1860	1861	1862	1863	1864	1865	1866	1867	1868	1869	1870	1871	1872	1873	1874	1875	1876	1877	1878	1879	1880	1881	1882	1883	1884	1885	1886	1887	1888	1889	1890	1891	1892	1893	1894	1895	1896	1897	1898	1899	1900	1901	1902	1903	1904	1905	1906	1907	1908	1909	1910	1911	1912	1913	1914	1915	1916	1917	1918	1919	1920	1921	1922	1923	1924	1925	1926	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1942	1943	1944	1945	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100
Aug. 10	1760	1766	1767	1776-1783	1786	1787	1788	1789	1790	1791	1792	1793	1794	1795	1796	1797	1798	1799	1800	1801	1802	1803	1804	1805	1806	1807	1808	1809	1810	1811	1812	1813	1814	1815	1816	1817	1818	1819	1820	1821	1822	1823	1824	1825	1826	1827	1828	1829	1830	1831	1832	1833	1834	1835	1836	1837	1838	1839	1840	1841	1842	1843	1844	1845	1846	1847	1848	1849	1850	1851	1852	1853	1854	1855	1856	1857	1858	1859	1860	1861	1862	1863	1864	1865	1866	1867	1868	1869	1870	1871	1872	1873	1874	1875	1876	1877	1878	1879	1880	1881	1882	1883	1884	1885	1886	1887	1888	1889	1890	1891	1892	1893	1894	1895	1896	1897	1898	1899	1900	1901	1902	1903	1904	1905	1906	1907	1908	1909	1910	1911	1912	1913	1914	1915	1916	1917	1918	1919	1920	1921	1922	1923	1924	1925	1926	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1942	1943	1944	1945	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100

1797 DC Circuit (Shepherdstown) June 11 July 9 Aug 6 Sept 3 but they could go during week to Hagerstown and get him.

# 6

Technique

# Lather with Reason

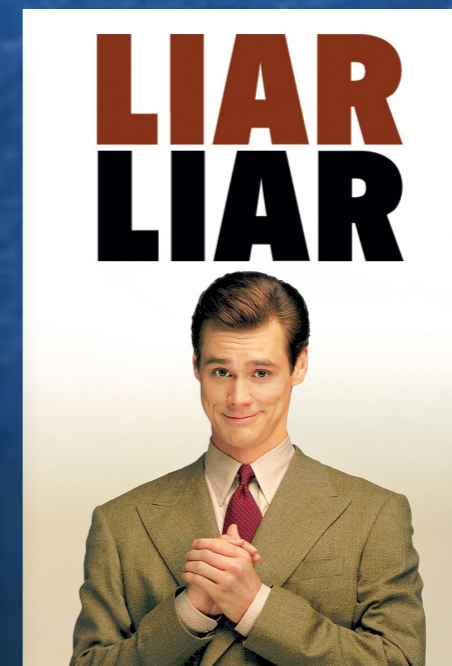
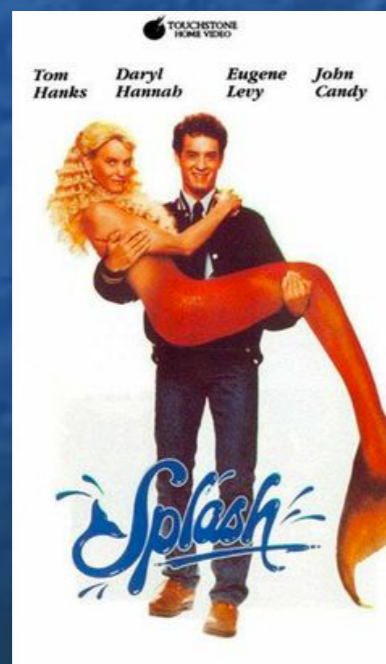
## Hooks

A young man falls in love with a real mermaid.

A monster shark attacks a town.

A rat can cook better than a man.

A lawyer loses his ability to lie for 24-hours.





Technique

# Lather with Reason

## Myers-Briggs Personality Types

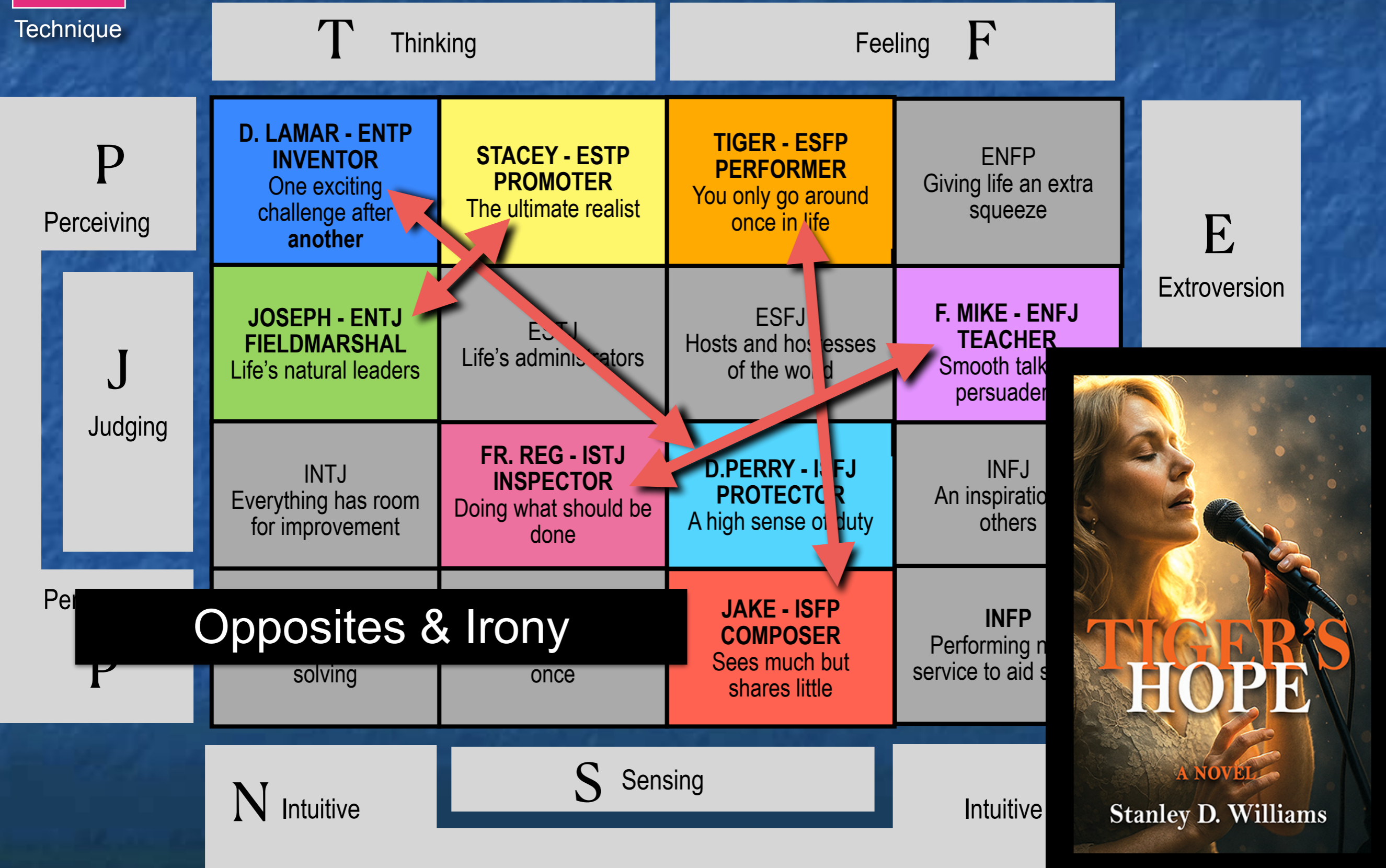
		Technique			
		T Thinking	Feeling F		
P Perceiving	J Judging	<b>ENTP</b> RATIONAL INVENTOR One exciting challenge after another	<b>ESTP</b> ARTISAN PROMOTER The ultimate realist	<b>ESFP</b> ARTISAN PERFORMER You only go around once in life	<b>ENFP</b> IDEALIST CHAMPION Giving life an extra squeeze
		<b>ENTJ</b> RATIONAL FIELD MARSHAL Life's natural leaders	<b>ESTJ</b> GUARDIAN SUPERVISOR Life's administrators	<b>ESFJ</b> GUARDIAN PROVIDER Hosts and hostesses of the world	<b>ENFJ</b> IDEALIST TEACHER Smooth talking persuaders
P Perceiving	I Introversion	<b>INTJ</b> RATIONAL MASTERMIND Everything has room for improvement	<b>ISTJ</b> GUARDIAN INSPECTOR Doing what should be done	<b>ISFJ</b> GUARDIAN PROTECTOR A high sense of duty	<b>INFJ</b> IDEALIST COUNSELOR An inspiration to others
		<b>INTP</b> RATIONAL ARCHITECT A love of problem solving	<b>ISTP</b> ARTISAN CRAFTER Ready to try anything once	<b>ISFP</b> ARTISAN COMPOSER Sees much but shares little	<b>INFP</b> IDEALIST HEALER Performing noble service to aid society
		N Intuitive	S Sensing	Intuitive N	



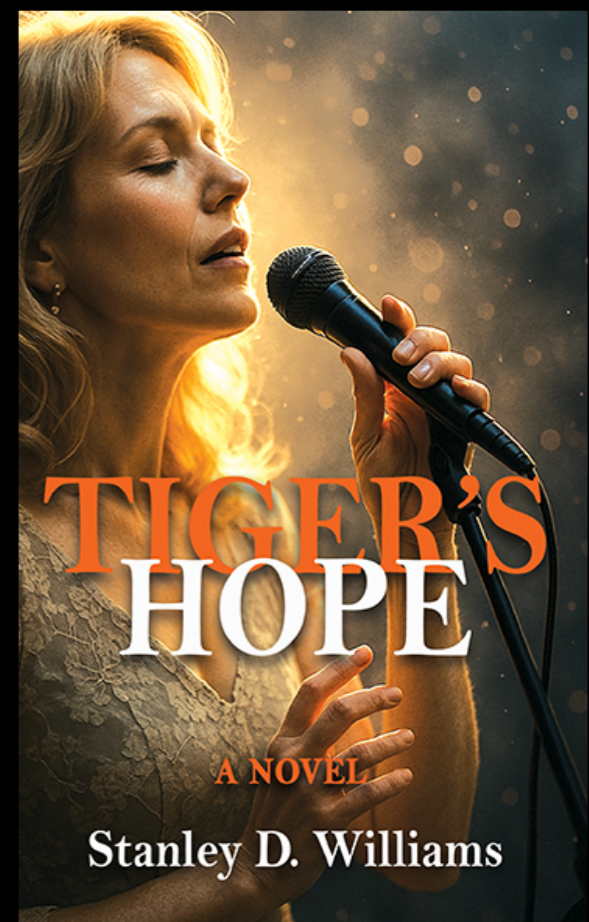
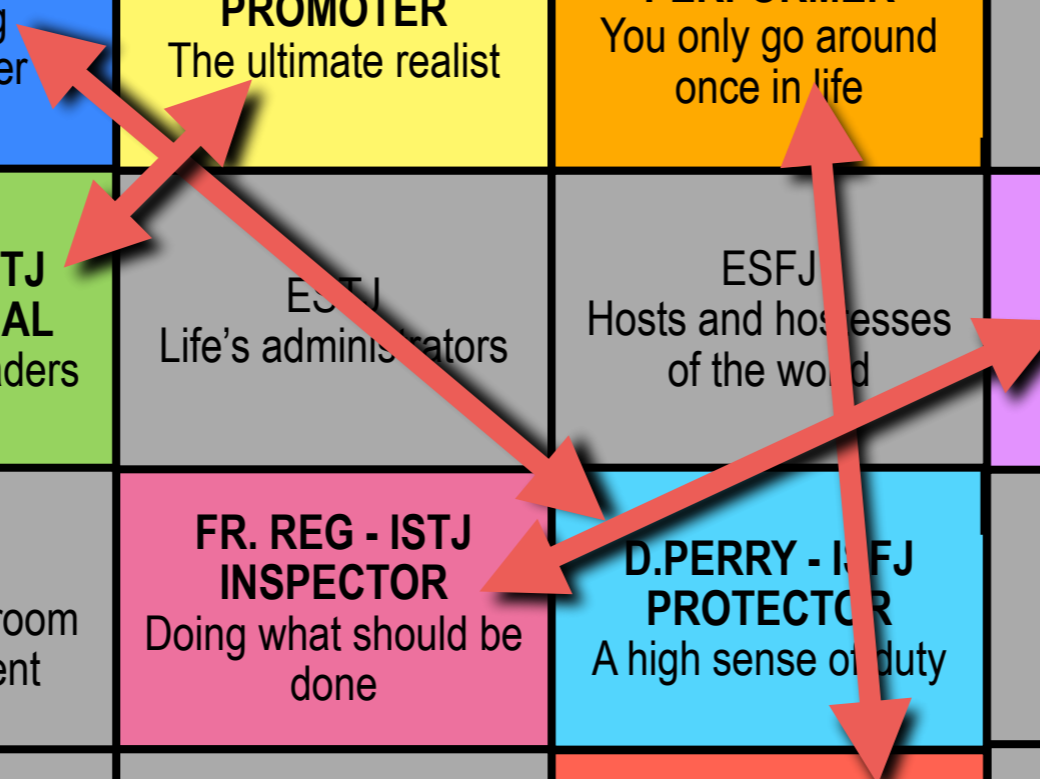
Technique

# Lather with Reason

## Myers-Briggs for *Tiger's Hope*



**Opposites & Irony**



# 7

Technique

# Transform Characters Naturally

The Story  
MUST be about  
a Protagonist  
(HERO)  
who's an  
**IMPERFECT  
MIX OF  
VIRTUE AND  
VICE**

PRECIOUS



Persevering but Dependent.

THE BLIND SIDE



Uneducated but innocent

GRAN TORINO



Generous but Prejudice

THE INCREDIBLES



Loving but Self-sufficient



Technique

# Transform Characters Naturally

The Protagonist  
MUST mount a  
quest for an  
apparently  
**IMPOSSIBLE,  
PHYSICALLY  
VISIBLE, and  
NOBLE  
GOAL**

PRECIOUS



Get off welfare

THE BLIND SIDE



Play college football

GRAN TORINO



Freedom for Thao and Sue

THE INCREDIBLES



Be a public SUPER again

# 7

Technique

# Transform Characters Naturally

But the  
Protagonist  
must  
**ACTIVELY**  
**STRIVE**  
to achieve  
the goal

## PRECIOUS



Battles mother, goes to school

## THE BLIND SIDE



Stays away from hood

## GRAN TORINO



Protects Hmong neighbors

## THE INCREDIBLES



Persists in being Super



Technique

# Transform Characters Naturally

The Protagonist must achieve the impossible goal through

**REDEMPTIVE  
SUFFERING  
AND PAIN.**

PRECIOUS



Takes Responsibility

THE BLIND SIDE



Struggles to learn and adapt

GRAN TORINO



Walter gives his life

THE INCREDIBLES



Risks his life.



Technique

# Use Tropes Liberally

## Narrative Tropes

Stereotypical situations, characters, setting, or scenario creating engaging expectations in your reader.

Secret Baby

Martial Arts

Secret Lover

Time Travel

Double Agent

Moral Dilemma

Medical

Romance

Thriller

Murder

Mystery

Military

Return to Home Town

Human Trafficking

Law Enforcement

Dystopian

Unrequited Love

Criminal Gang

But...

Introduce Irony: **TWIST EXPECTATIONS**



Technique

# Use Tropes Liberally

## Rhetorical Figures of Speech

Words & phrases used in a non-literal way.

**Irony:** juxtaposition of opposites

**Metaphor:** properties of one thing assigned to a second

**Oxymoron:** adjacent terms that contradict

**Pun:** same word different meaning

**Synecdoche:** refers to whole using the name of a part

**Simile:** comparison of different things with "like"

Wikipedia (65)

Innocent as a virgin she was set on destroying his virility.

He was built like an ox but carried himself like a sloth.

The novel was a roller coast of emotions, the scenes a zoo.

The orders came from the Resolute Desk and Whitehall.

The book on gravity was impossible to put down.

He ordered the jumbo shrimp in deafening silence.



Technique

# Use Tropes Liberally

## Schemes Figures of Speech

**SCHEMES:** change the ordinary or expected pattern of words.

**Alliteration:** list that starts with same letter or sound

**Emphatic:** most important word at the end

**Consonance:** repetition of consonant sounds

**Internal Rhyme:** rhyming words in same sentence

**Onomatopoeia:** words that imitate real sounds

Wikipedia (54)

Each ear enjoys every ecstasy.

The brass crescendoed and the bass drum boomed.

The silken sad uncertain rustling of each purple curtain. (The Raven)

Meow, meow said the cat, and oink, oink echoed the pig.

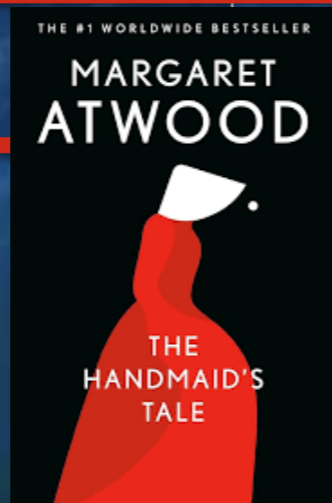


Technique

# Use Tropes Liberally

## Secrets for Suspense & Intrigue

Secret Keeper	The Knowing	The Ignorant
Protagonist	Reader	Antagonist
Protagonist	Antagonist	Reader
Antagonist	Reader	Protagonist
Antagonist	Protagonist	Reader
Writer	Reader	Characters
Writer	Character	Readers



Strong but Reticent (ironic) POV

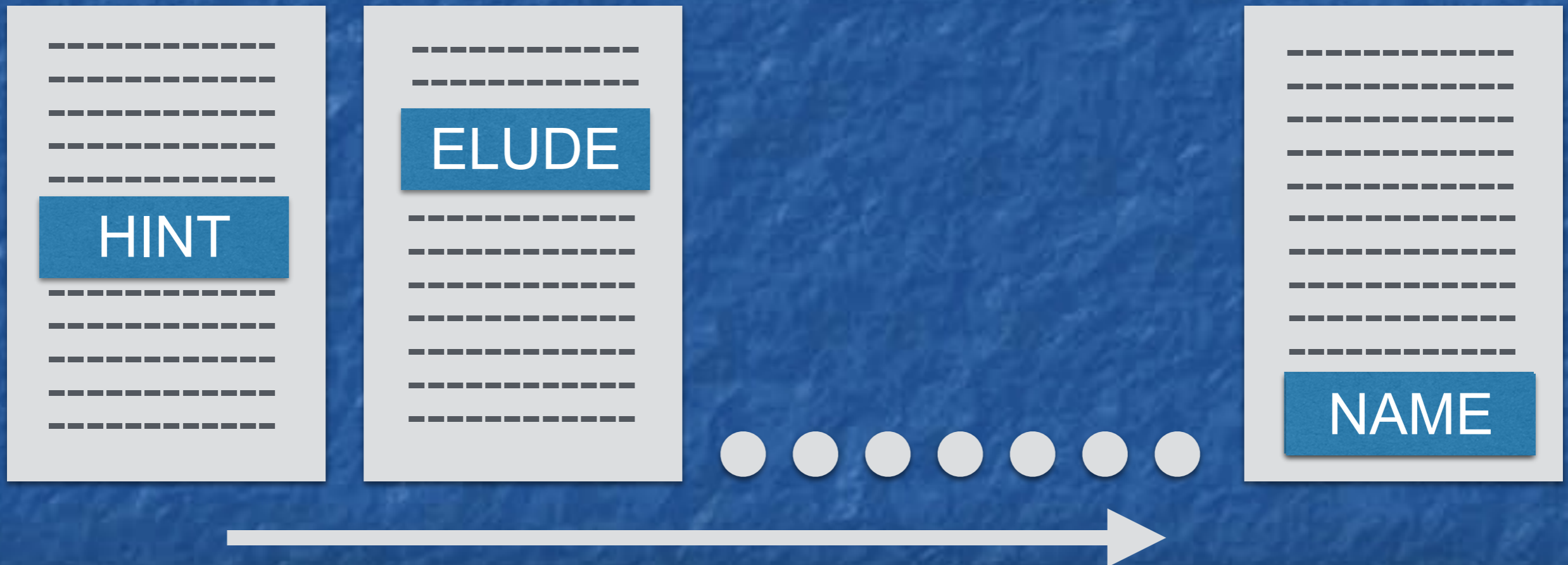


Technique

# Use Tropes Liberally

## Secrets for Suspense & Intrigue

### Delay Key Plot Information



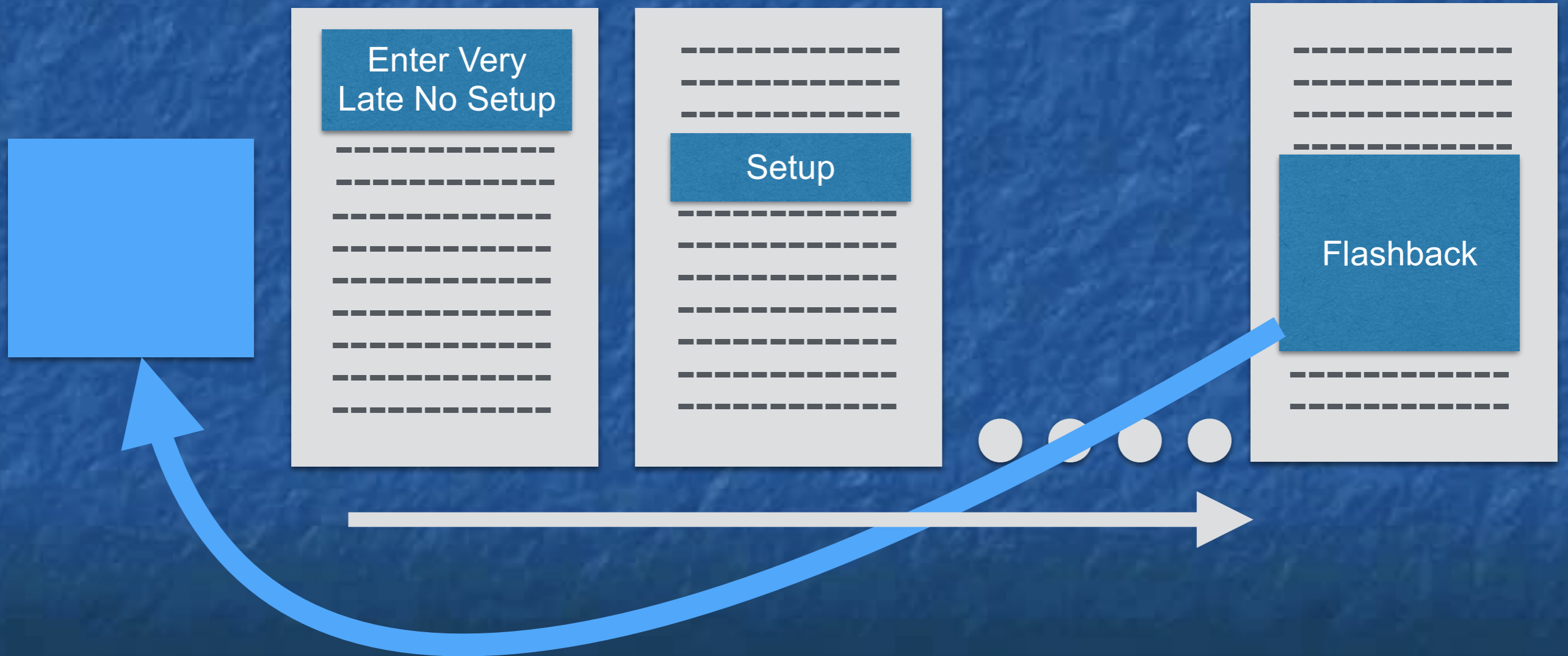


Technique

# Use Tropes Liberally

## Secrets for Suspense & Intrigue

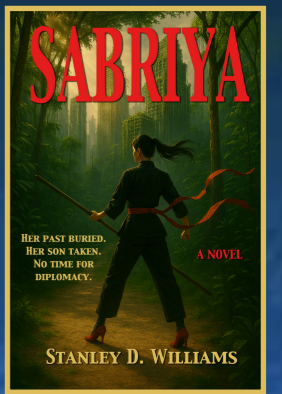
### Make Readers Work





Technique

# Visualize Descriptions AI



## Sabriya of Shenzhen Cast



Busaba



Sabriya



Sir Duke



Jichu



Sapp



Protege



Ci and Megui



Dr. Lu  
Funzini



Sensei  
Sister Linsim



Sensei  
Master Singha



Frog Truck  
Driver



Buddhist  
Master



Anya

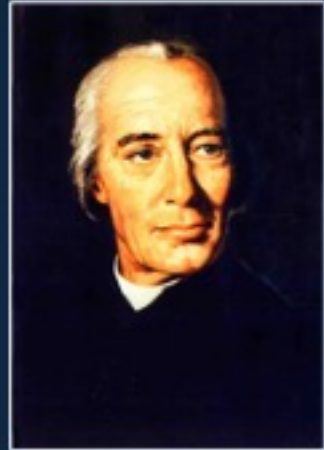
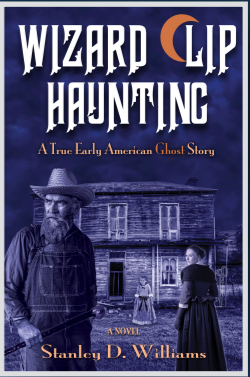


Pharmacist

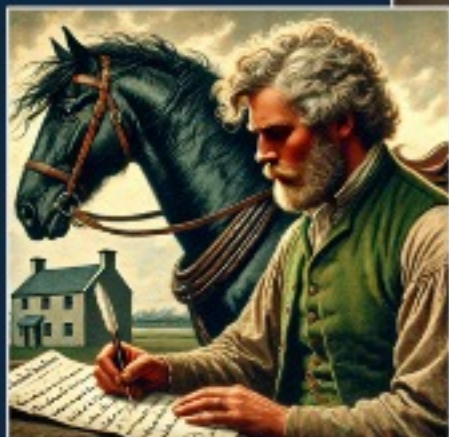
9

Technique

# Visualize Descriptions AI



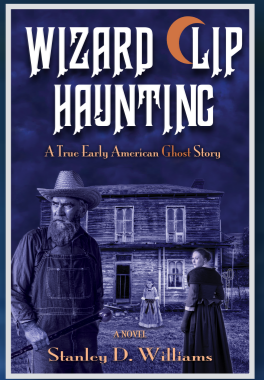

## THE CHARACTERS




# 7

# Visualize Descriptions AI


Technique

**ADAM LIVINGSTON, 58 (historical person)** – Adam’s arrogance grows out of an intense work ethic that produces a flax harvest that is the envy of his neighbors. The first-generation American son of German immigrants, Adam detests slavery as does his father. His first wife, Esther, a devout Christian woman talented at weaving linen and embroidery and honored for her hand-made clothing for the poor, is suddenly taken from him by a mystical illness. She leaves behind two children, Eve (8) and Henry (6) and several still born children in graves. From that point on Adam swears revenge on God—a foolish and impossible task. He trusts hard work and his intelligence above nature and the Almighty. From childhood, Adam has experienced premonitions of ambiguous but tragic events that are only made clear to him after it’s too late. The trials he faces in our story transform him from skepticism to a faith recognized as exceptional by the first U.S. Catholic bishop, John Carroll.



**THE CLIPPING WIZARD (CYN NAMRASIT) (historical entity)** - The Wizard is the seminal, demonic antagonistic of the story. It is by far the most arrogant and confident of our characters. Its hellish charge is to bring its targets, Adam Livingston and Denis Cahill, to perdition by causing them to reject religion in all its forms and curse God before they die. The Wizard is not always successful, but it tries hard ... too hard for many who have experienced its wrath in history.



**SAM AND BETHANY DARK, late 30s** – The Darks are former married slaves of General Horatio Gates whose plantation home is known still today as Travelers Rest near Kearneysville, West Virginia. Adam buys the Darks from Gates, immediately manumits them with the aid of John Adams (a friend of Gates), and then signs them to an indentured work agreement as freemen. Although illiterate, they are devout Christians, know their place, and are loyal to Adam for his generosity. Sam is the farm’s manager, and Bethany manages and cooks for the household. They live in a cabin near the Livingston house.



**CATHARINE CAHILL, 16** – Fr. Denis’ kid sister immigrated to the United States from Ireland ostensibly to find a husband, as all the Irish boys (and one particular) are rakes. Her parents would not let her travel alone, so she comes with her best friend, the older, wiser and more cunning **LETICIA MCCARTNEY, 19**, a dedicated siren who from first sight is determined to marry Fr. Denis Cahill, having heard much about him from Catharine and the elder Cahills. Together, Catharine and Leticia are live-in nannies for the McSherry’s three boys. Catharine is domestic and loves to knit. Leticia is a siren and loves to rides horses ... bareback.



Technique

# Visualize Descriptions AI

## A.I. Tools I've Used

Microsoft Copilot

Chatgpt

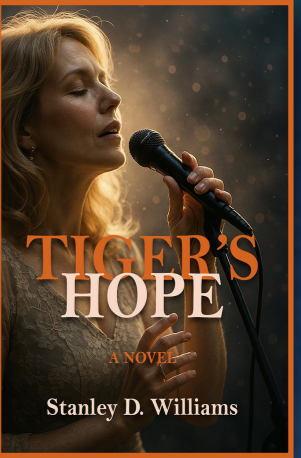
Google Labs: Whisk

SonoVid.ai (Veo3.ai)



Technique

# Visualize Descriptions AI

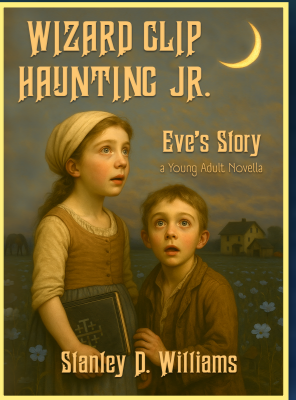


**Anna Marie (Tiger) Norwell**



Technique

# Visualize Descriptions AI



# Writing to Capture & Engage Your Readers

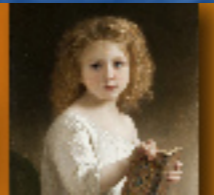
## RESOURCES

[www.MoralPremise.com](http://www.MoralPremise.com)

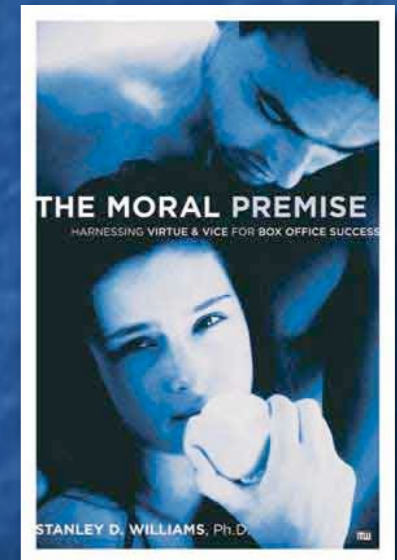


382 Essays

Moral Premise ON-LINE  
Storycraft Training



YouTube / Rumble  
12 Lessons - 25 Videos  
9 Ancillary Videos



Book

# Writing to Capture & Engage Your Readers

Add-On Consultations:

Sign up at the Registration/Book Sales Table

- ★ Story Structure
- ★ The Moral Premise
- ★ Character Motivations
- ★ Conflict of Values
- ★ Research Techniques
- ★ First Sentence Brainstorm
- ★ Log lines
- ★ Synopsis feedback
- ★ Elevator Pitch