



Anatomy of a Premise Line: How to Master Premise and Story Development for Writing Success

Jeff Lyons

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If a story is going to fail, it will do so first at the premise level. *Anatomy of a Premise Line: How to Master Premise and Story Development for Writing Success* is the only book of its kind to identify a seven-step development process that can be repeated and applied to any story idea. This process will save you time, money, and potentially months of wasted writing. So whether you are trying to write a feature screenplay, develop a television pilot, or just trying to figure out your next story move as a writer, this book gives you the tools you need to know which ideas are worth pursuing. In addition to the 7-step premise development tool, *Anatomy of a Premise Line* also presents a premise and idea testing methodology that can be used to test any developed premise line. Customized exercises and worksheets are included to facilitate knowledge transfer, so that by the end of the book, you will have a fully developed premise line, log line, tagline, and a completed premise-testing checklist.

Here is some of what you will learn inside:

- Ways to determine whether or not your story is a good fit for print or screen
- Case studies and hands-on worksheets to help you learn by participating in the process
- Tips on how to effectively work through writer's block
- A companion website (www.focalpress.com/cw/lyons) with additional worksheets, videos, and interactive tools to help you learn the basics of perfecting a killer premise line

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