



The Writer's Idea Book

By Jack Heffron

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"Where do you get your ideas?"

It's a question and a quandary that bedevils every writer. And once you've got an idea, what then? Ideas without a plan, without a purpose, are no more than pleasant thoughts.

In *The Writer's Idea Book*, **Jack Heffron**, former senior editor at Writer's Digest Books and Story Press, will help you find the answer. Utilizing over 400 prompts and exercises, you'll generate intriguing ideas and plumb their possibilities to turn them into something amazing.

The Writer's Idea Book will give you the insight and the self-awareness to create and refine ideas that demand to be transformed into greater works, the kind of compelling, absorbing writing that will have other writers asking "where *do* you get those ideas?"

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Editorial Review

From Publishers Weekly

For the myriad frustrated or blocked writers in the world comes another addition to the swelling shelves of guides designed to soothe, teach and inspire. And while Heffron, an acquisitions editor for Writer's Digest and other F+W publications, undeniably loves his subject and knows much about it, he doesn't break out of the conventional (and at this point, one might argue tired) format to tell it. He includes, for instance, the requisite quotes from famous authors that are designed to inspire struggling ones; the familiar pleas for details; the advice on courage and persistence; and the tried-and-true brainstorming exercises. What's better-but still, in form anyway, standard fare-are the 400-plus writing prompts: "Write about your first experience with death"; "Write a scene in which a character returns home after an extended absence"; "Every day for a week, write down something you've learned in conversation"; "Write a new opening" to a piece that's unfinished. Like any catch-all book (this one extends over scripts, poetry, fiction and nonfiction-forms and genres with their own advantages and restrictions), it is ultimately too broad to really instruct. However, those in the market for a basic, practical writing guide will find this one at least as useful as many others. Copyright 2002 Reed Business Information, Inc.

From Library Journal

Heffron (Best Writing on Writing: Twenty Master Plots) is a senior editor at Writer's Digest Books and Story Press as well as a published writer and teacher of fiction. In short, he's been on both sides of the printed page, as writer and reader, as well as teacher/coach on the sidelines. Written humorously but with substance, his book identifies some of the more common causes of writer's block and offers many ways to overcome it, from initiating a story, to resurrecting a stalled story, to casting about for a good ending. All the essentials are covered: changes of voice, point of view, the need for or absence of plot, and building characters. The author also quotes other writers and uses brief excerpts from published fiction as examples of what works and what doesn't. This material would be partly redundant for anyone with an MFA, but if the first chapter works for you, the rest of the book will as well. Recommended for public libraries and as a gift idea for the struggling writer in your life.

Robert C. Moore, Raytheon, Sudbury, MA

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Review

You need this one on your bookshelf. Someday you will need a 'spark'. . . to 'jump-start' your writing. --
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James Drennan:

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Mildred Yen:

Reading a book tends to be new life style in this particular era globalization. With reading you can get a lot of information that will give you benefit in your life. Along with book everyone in this world could share their idea. Books can also inspire a lot of people. A great deal of author can inspire their particular reader with their story or their experience. Not only the story that share in the books. But also they write about advantage about something that you need instance. How to get the good score toefl, or how to teach children, there are many kinds of book that you can get now. The authors on earth always try to improve their talent in writing, they also doing some study before they write with their book. One of them is this The Writer's Idea Book.

James Harris:

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Victor McDowell:

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