



## The Writer's Idea Book

By Jack Heffron

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**The Writer's Idea Book** By Jack Heffron

### "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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# The Writer's Idea Book

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## The Writer's Idea Book By Jack Heffron Bibliography

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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.

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#### 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

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##### James Drennan:

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**Mildred Yen:**

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**James Harris:**

Precisely why? Because this The Writer's Idea Book is an unordinary book that the inside of the book waiting for you to snap it but latter it will jolt you with the secret this inside. Reading this book next to it was fantastic author who else write the book in such amazing way makes the content interior easier to understand, entertaining technique but still convey the meaning thoroughly. So , it is good for you because of not hesitating having this anymore or you going to regret it. This phenomenal book will give you a lot of rewards than the other book have got such as help improving your skill and your critical thinking way. So , still want to delay having that book? If I were you I will go to the book store hurriedly.

**Victor McDowell:**

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