



Writing for Emotional Impact: Advanced Dramatic Techniques to Attract, Engage, and Fascinate the Reader from Beginning to End

Karl Iglesias

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There are three kinds of feelings when reading a story – boredom, interest, and WOW! To become a successful writer you must create the WOW! Feeling on as many pages as possible, and this requires writing that engages the reader emotionally. In his best-selling *101 Habits of Highly Successful Screenwriters*, screenwriter Karl Iglesias explored the working habits of A-list Hollywood scribes. Now, he breaks new ground by focusing on the psychology of the reader. Based on his acclaimed classes at UCLA Extension, *Writing for Emotional Impact* goes beyond the basics and argues that Hollywood is in the emotion-delivery business, selling emotional experiences packaged in movies and TV shows. Karl not only encourages you to deliver emotional impact on as many pages as possible, he shows you how, offering you hundreds of dramatic techniques to take your writing to the professional level.

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