

## WHAT KEEPS YOU READING?

In the first line, paragraph, page, at least chapter, you should answer:

WHO—who is the main character?

WHERE—where are they?

WHAT—what are they doing?

WHY—why are they doing what they are doing?—what is the deep desire the character has?

The WHY question keeps the reader reading, and allows the reader to identify with the character, so the WHY should be something many readers, at least your target audience (kids, boys, girls, teens, adults, women, men), identifies with.

WHY SHOULD I (the reader) CARE? What is the universal theme that the reader cares about?

Is it the thrill of suspense, action, mystery, history, romance, etc. If you write for no one except yourself, it doesn't matter what you write. If you write for any audience, you have to find a way to get them engaged.