

Chapter 11

OUTLINING THE FINAL CHAPTER

I couldn't write a book, because there's no applause at the end of writing a book.

—Lin-Manuel Miranda

YOUR TURN: CREATE TEN STORIES OR ANECDOTES FOR EACH CHAPTER

I'd like you to create 10 stories for each chapter.

I know a copywriter who writes 50 headlines for each ad. Why? The first ones are good. Usually the middle ones are fair. But the final ones are brilliant. He uses those.

You won't get to the brilliant material if you don't slog through the mire first. The creative process works that way. Frankly, I think it is fun, and I hope you think so too.

Use the space below to brainstorm 10 stories.

Story idea:

Moral/lesson/point:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.